



Highlights of the 2012 IUCN World Conservation Congress



IUCN
WORLD
CONSERVATION
CONGRESS
Jeju 2012
nature+™

Carbon Off

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Nature+: Towards a new era of conservation, sustainability and nature-based solutions

“The Congress, which has become known in Korea as “Nature’s Olympics”, has brought home gold for conservation. It has demonstrated how nature-based solutions, as expressed in the Congress slogan “Nature+”, help us address many of our most pressing challenges.”

Julia Marton-Lefèvre, IUCN Director General

Nature is the vital component of every aspect of our lives, from the economies we have developed to the food we put in our children’s mouths. Everything we do, everything we try to achieve is intrinsically attached to nature.

This is a bond we cannot break.

The theme of the 2012 IUCN World Conservation Congress in Jeju, Republic of Korea, was Nature+. It is a simple and memorable slogan that captures the fundamental importance of nature and its inherent link with our lives. By focusing on it, the IUCN Congress puts nature back onto centre stage.

Nature is naturally strong. Even the most delicate looking plant, animal or ecosystem is relatively tough, their survival instincts honed over generations of evolution. But many years of human civilization have undermined our environment and the fundamental natural infrastructure that supports our lives, communities and economies.

Nature+ is about boosting the resilience of nature—improving how quickly nature and people adapt to change. Better use of the inherent robustness of nature leads to healthier natural systems, better results from ecosystem and biodiversity restoration, and healthier people, communities and economies.

The Congress explored many of our most pressing environmental and development challenges from the perspective that a strong and resilient nature can offer solutions to solve these issues.

Nature-based solutions demonstrate how we can work with nature to reach our goals for a fairer and safer world that values and conserves the environment.

About the IUCN World Conservation Congress

As the world's largest and most important conservation event, the IUCN World Conservation Congress is a unique event with an exceptional audience. It is the only global summit that represents every aspect of conservation, bringing together leaders of all levels—from governments and international NGOs to academia and local associations.

Held every four years, the IUCN Congress aims to improve how we manage our natural environment for human, social and economic development. Leaders from government, the public sector, non-governmental

organizations, business, UN agencies and social organizations discuss, debate and decide on solutions for the world's most pressing environment and development issues.

Effective conservation action cannot be achieved by conservationists alone. The IUCN World Conservation Congress is the place to put aside differences and work together to provide the means and mechanisms for good environmental governance, engaging all parts of society to share both responsibilities and the benefits of conservation.

The Congress has two main parts

The Forum is a hub of public debate bringing together people from all walks of life to discuss the world's most pressing conservation issues. There are many different types of events to be involved in to explore the depths of conservation and innovation.

The Members' Assembly is IUCN's highest decision-making body. A unique global environmental parliament, it involves governments and NGOs—large and small, national and international—taking joint decisions.





A step into conservation history

The history of the Congress is intrinsically linked with that of IUCN. The resolutions and recommendations adopted at the Congress by IUCN's Members form a guiding principle by which the Union can carry out its mission to “influence, encourage and assist societies”.

IUCN is in a unique position, as the only environmental organization with observer status at the United Nations General Assembly. With 92 States, 125 government agencies and 1,050 non-governmental organizations as Members (as of February 2013), the Union is also the world's leading association of conservation agencies.

IUCN is thus able to deliver the perspectives of its Members at the highest international levels. Having consistently involved all sectors of society at many levels of decision making, it is best placed to reflect and promote the priorities of the global conservation community.

Since IUCN's foundation in 1948, Members have gathered 24 times at what has become known as the IUCN World Conservation Congress, previously consisting only of a “General” or Members’ Assembly. This is where Members take joint decisions, according to a true model of democratic involvement.

Over 1,000 resolutions have been adopted since 1948. These have been IUCN's most effective means of influencing conservation policy, at species, site, national and global levels. They have helped set the international conservation agenda.

As one outstanding example, the Members agreed at the 1978 General Assembly in Ashkhabad, USSR, to proceed with producing what became the **World Conservation Strategy**. It was published jointly with UNEP and WWF in 1980 and given strong support by the first resolution of the 1981 General Assembly in Christchurch, New Zealand.

The World Conservation Strategy gave strong legitimacy to linking conservation with development, and was the first document to put the phrase “**sustainable development**” into the international vocabulary. This phrase has now entered the mainstream of development thinking and has had a profound influence on the design and operation of conservation and development practice throughout the world.

Based on its core strengths, IUCN has helped define the global conservation agenda through **Knowledge, Influence** and **Action**.



Landmark developments in the history of IUCN

- Convention Concerning the Protection of the World Cultural and Natural Heritage, 1968
- Ramsar Convention on Wetlands, 1971
- Convention on International Trade in Endangered Species (CITES), 1974
- Convention on Biological Diversity (CBD), 1992

Jeju 2012

The 2012 IUCN World Conservation Congress was held from 6–15 September on Jeju, Republic of Korea. The Ministry of Environment of the Republic of Korea and the Jeju Special Self-Governing Province generously hosted the event.

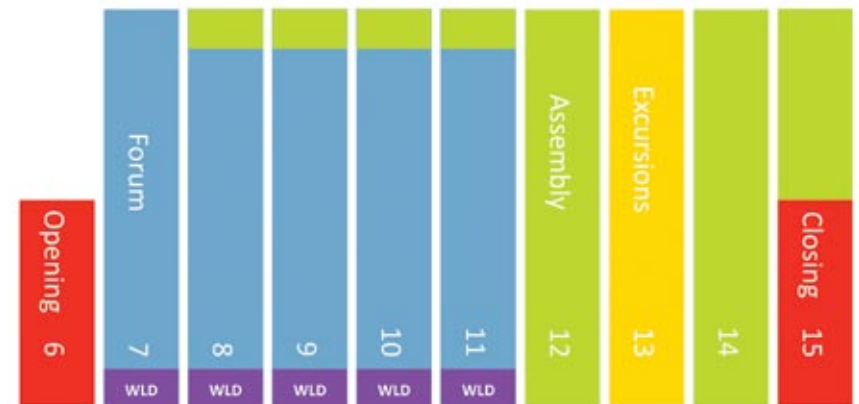
Over 600 events were held during the five-day Forum, including five World Leaders' Dialogues (WLD). The Members' Assembly approved the IUCN Programme for 2013–2016, debated over 180 draft resolutions that set the future conservation agenda, and elected the IUCN President and the governing Council for the next four years.

For the first time in its history, the IUCN Congress adopted a new format, aiming for greater coherence and cross-fertilization between its two parts: the Forum and the Members' Assembly.

Five daily themes were chosen as points of focus for Forum sessions, based on the 2013–2016 IUCN Programme. Main messages of each day of the Forum were then presented to the morning sessions of the Assembly during the first part of the Congress.

The very structure of the 2012 IUCN Congress responded to the need to bridge the Forum's open knowledge sharing with the Members' Assembly's decision making on global and local conservation issues.

- 10,000 participants from 157 countries came to support the IUCN Congress in Jeju, including 6,571 who registered to take part in the Forum and Members' Assembly
- More than 550 sessions during the Forum and another 60 side events were held
- Business presence was unprecedented, with over 100 business representatives participating



2012 Congress structure



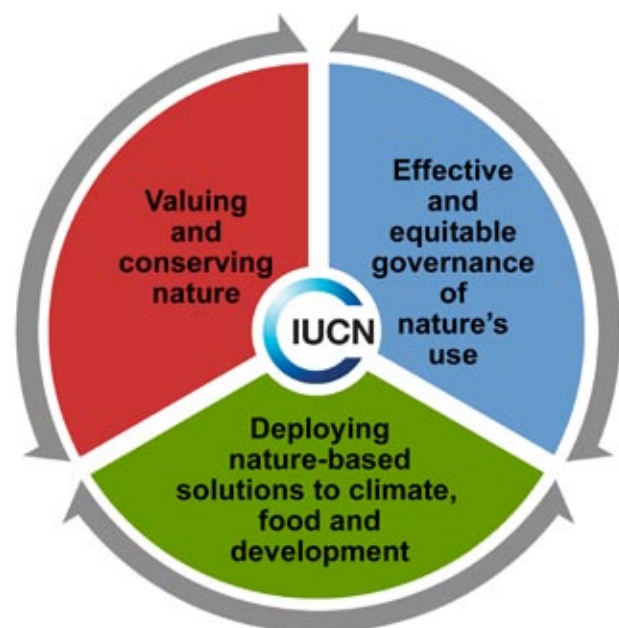
Anchored forward into 2013–2016

The five themes of the 2012 IUCN World Conservation Congress were carefully thought out to reflect the three areas of the IUCN Programme 2013–2016, while at the same time resting on the slogan Nature+.

Through Nature+, the underlying message of the 2012 Congress pointed to the need to integrate nature back into the equation to achieve a fairer, more resilient world that values and conserves ecosystem services. The Programme, for its part, builds upon IUCN's niche as the world's authority on biodiversity conservation, nature-based solutions and related environmental governance.

If Nature+ reflects a vision, the IUCN Programme is effectively the roadmap to realizing it. The 2012 IUCN Congress offered a powerful opportunity for conservationists all around the world to participate in shaping both the vision and the roadmap.

The themes of the Congress in 2012 used Nature+ and the IUCN Programme 2013–2016 as a base to guide discussions and reach agreements.



Nature+ climate

Nature-based solutions to climate change



Nature+ food

Nature-based solutions to food security



Nature+ development

Nature-based solutions to social and economic development



Nature+ life

Valuing and conserving nature



Nature+ people & governance

Effective and equitable governance of nature's use

The Forum: Debating the future of conservation

The World Conservation Forum is the planet's largest marketplace of sustainability knowledge. It is a public gathering representing the world's conservation community and puts sharing of knowledge and experience at the heart of the IUCN World Conservation Congress.

It brings together people from all over the world to explore the depths of conservation, showcasing results, sharing knowledge and reaching consensus on the future of conservation. Addressing the world's most pressing sustainable

development challenges, the Forum offers a unique platform for debates, workshops, dialogues, roundtable discussions, training courses and partnership-building events.

Conservationists from all walks of life took part in a total of 581 Forum sessions, as well as 60 side events, during the five days of the Forum in Jeju from 7 to 11 September 2012. Innovative types of events provided invaluable opportunities for interaction and dynamic learning.

Types of Forum events

44 Conservation Campus sessions

The Conservation Campus offered a unique chance to take advantage of cutting-edge expertise. The specialists who provided training formed a skills pool of great breadth and diversity, creating rich learning experiences.

105 Knowledge cafés

Involving small groups of participants, the knowledge cafés facilitated a high level of participation, allowing in-depth examination of specific topics and greater awareness of varying viewpoints.

149 Pavilion events

The pavilions offered a window into the vast range of work that happens at IUCN. Seven thematic pavilions invited visitors to learn about the most innovative partnerships that are driving future conservation globally. These included: Species; Business & Economy; Blue Planet; Protected Planet; A Just World; Green Korea; and Jeju.

132 Posters

Concise and to the point, posters provided a simple, clear way to present achievements and innovations in the field of conservation during the entire roll-out of the Forum.

51 Social events

Networking and social interaction play an essential role at the IUCN Congress. Social events provided participants with a welcoming place to wind down at the end of the day or at lunchtime.

146 Workshops

The Forum's workshops presented results-driven assessments on the state of nature, empowering participants with the tools to work towards particular areas of conservation.

5 World Leaders' Dialogues

Each evening of the Forum, world leaders gave their views on, and interactively discussed with the public, the five daily Congress themes. These were the highlight of the Forum, allowing participants to interact with the panellists and exchange their views and opinions through an innovative online participation system.

“A sustainable way of life is only possible when prices reflect the real cost of production.”

IUCN Tweeter



Key messages from the IUCN Congress Forum



Nature+ climate

- Ecosystems are nature-based buffers that reduce the impact of climate-related disasters
- Solutions to environmental problems linked to climate change draw on skills across disciplines
- Nature-based livelihoods must be encouraged to achieve adaptation, mitigation and conservation goals, while reducing dependence on carbon resources
- Local solutions should be promoted to adapt to climate change



Nature+ food

- Ecosystem services provide the basis for an integrated approach to food security
- The true cost of food needs to be reflected in price
- To achieve global food security requires a spectrum of capacities ranging from local farmers/fishers to large industrial-scale production



Nature+ development

- Biodiversity and business are learning each other's language
- Environment-related enterprises are more engaged and accountable
- The impact from development on biodiversity and ecosystems is being addressed in sustainable development frameworks
- Transformation of regulatory frameworks is promoting social equity and fostering green investments



Nature+ people & governance

- Local involvement is crucial for conservation and management of biodiversity and ecosystems to meet peoples' needs
- Indigenous peoples and local communities play important roles in developing meaningful environmental policy
- Political will is fundamental to valuing natural and social capital



Nature+ life

- The focus on tangible results enables conservationists across the world to replicate success
- Biodiversity and livelihoods are intrinsically linked
- Partnerships stimulate action to address global biodiversity goals
- Better knowledge is contributing to better conservation and human well-being





Bringing world leaders to the public

Nature conservation is about inspiration. It happens because people make it happen—because they feel inspired enough to care for the environment they live in. The 2012 IUCN Congress brought a unique platform of discussion to challenge thinking and inspire more people to care for nature.

The World Leaders' Dialogues were innovative debates with live participation from the audience. Each day of the Forum, a panel of five to six international figures across all sectors joined to discuss the most pressing issues of conservation today.

Focused on the five Congress themes, these top-level dialogues revealed strategic thinking to guide the implementation of pragmatic solutions for a sustainable future.

The contributions of a balanced mix of experts, politicians and CEOs, moderated by prominent journalists, set the pace for new analyses of the current state of conservation.

The open format, coupled with the latest technology, enabled members of the public to submit questions in real time to the world leaders during the talks.

Held during prime time, between 5pm and 7pm, and with no other event taking place simultaneously, the World Leaders' Dialogues were the highlight of the IUCN World Conservation Congress 2012.

“To address the challenges ahead, each and every one of us will have to cross boundaries and we in the conservation community will need to move collectively outside our comfort zones.”

Rachel Kyte
Vice-President, Sustainable Development, World Bank

Day 1

Nature+ climate: Can Nature save us?

Questions leading the discussion:

- Are the current measures enough?
- Can ecosystems really make a difference before it is too late?
- What have we learnt already about nature-based solutions to climate change and what are the challenges for the future?

Day 2

Nature+ food: Can we feed the world sustainably?

Questions leading the discussion:

- Are we serious about redirecting 'perverse' subsidies that currently wipe out biodiversity on land and in the sea?
- What impacts are biofuels likely to have on food production and food security?
- What is the role of technology in feeding the world?
- Can sound environmental management help prevent or reduce conflicts and improve human security?

Day 3

Nature+ development: Green growth: myth or reality?

Questions leading the discussion:

- What does "green growth" mean in practice?
- How "green" is "green growth" and is it possible to reconcile economic with environmental goals?
- How can we resolve the inevitable "green dilemmas", for example in the energy sector?
- What does green growth means in terms of jobs?
- Are there alternatives to our current economic model?

Day 4

Nature+ people & governance: Can conservation tackle poverty?

Questions leading the discussion:

- Can we strike a better balance?
- Can we achieve conservation without sacrificing social justice?
- What can we change in our current model for nature's benefits to be properly reflected in national economies and individual incomes?
- How can we ensure that the rights of indigenous and other vulnerable communities are truly taken into account?

Day 5

Nature+: Saving nature, why bother?

Questions leading the discussion:

- Are we overestimating the importance of conserving biological diversity?
- What does biodiversity mean for development?
- Who is responsible for conserving nature?
- Can development happen without nature?
- Can we live without nature?

More information: www.iucn.org/wld



Local and global leaders come together in Jeju

Thought leaders from all walks of life—politics, business, civil society, academia, local and indigenous communities, faith groups and the media—came together at the Jeju Congress, including:

Governmental sector

- HE Lee Myung-bak, President of the Republic of Korea
- HRH Princess Basma Bint Ali Bin Nayef of Jordan
- HRH Prince Carl Philip of Sweden
- Mr Bharrat Jagdeo, former President of Guyana, IUCN Patron of Nature
- Mr Lyonpo Kinzang Dorji, former Prime Minister of Bhutan
- Mr Henri Djombo, Minister of Sustainable Development, Republic of Congo
- Ms Heidi Hautala, Minister of International Development, Finland
- Mr Emmanuel Issoze-Ngondet, Minister of Foreign Affairs, Gabon
- Ms Razan Khalifa Al Mubarak, Secretary General, Abu Dhabi Environment Agency
- Col. Samuela A. Saumatua, Minister for Local Government, Fiji
- Ms Yoo Young Sook, Minister of Environment, Republic of Korea
- Mr Valli Moosa, former Minister of Environment, South Africa
- Prof. M.S. Swaminathan, Member of Parliament Rajya Sabha, India

Intergovernmental and non-governmental organizations

- Mr Braulio Ferreira De Souza Dias, Executive Secretary, Convention on Biological Diversity
- Mr Luc Gnacadja, Executive Secretary, UN Convention to Combat Desertification
- Mr André Hoffmann, President, MAVA Foundation
- Ms Naoko Ishii, CEO and Chairperson, Global Environment Facility
- Ms Rachel Kyte, Vice President, Sustainable Development, World Bank
- Dr Thomas Lovejoy, Biodiversity Chair at the John Heinz III Center
- Dr Cristián Samper, CEO, Wildlife Conservation Society
- Mr Achim Steiner, Executive Director, United Nations Environment Programme
- Ms Victoria Tauli-Corpuz, Executive Director, Tebtebba Foundation
- Mr Anada Tiéga, Secretary General, Ramsar Convention on Wetlands
- Ms Camilla Toulmin, Director, International Institute for Environment and Development



Private Sector

- Mr Peter Bakker, President, World Business Council on Sustainable Development
- Mr Suk-Chae Lee, Chairman, Korea Telecom
- Mr Michael Mack, CEO, Syngenta
- Ms Ruksana Mirza, Head of Sustainable Development, Holcim
- Mr Marvin Odum, President, Shell Oil Company

IUCN Patrons of Nature

- HRH Prince Carl Philip of Sweden
- Dr Sylvia Earle, Oceanographer, USA
- Mr Bharrat Jagdeo, former President of Guyana, IUCN Patron of Nature
- Ms Sally Ranney, Journalist, *A Matter of Degree Media*, USA
- Mr Erik Solheim, former Minister of Environment and International Development, Norway

Goodwill Ambassadors

- Iruka, singer and songwriter, Japan
- Mattias Klum, filmmaker and photographer, Sweden
- Malouma, singer and songwriter, Mauritania
- Yuan Xikun, artist, China

“The visibility and constructive engagement between business, IUCN, governments and the NGO community was a remarkable positive takeaway from this Congress.”

Peter Bakker
President, World Business Council for Sustainable Development

Media

- Mr Taha Amiar, Journalist and Director of Massolia, Morocco
- Mr Johann Earle, Journalist, Reuters Alertnet, Guyana
- Ms Lisa Friedman, Deputy Editor, *ClimateWire*, USA
- Ms Fiona Harvey, Journalist, *The Guardian*, UK
- Mr Wandile Kallipa, Senior Reporter, Channel Africa, South Africa
- Ms Zineb Amina Maïche, Presenter and Journalist, Radio Algérie Internationale
- Ms Solange Márquez Espinoza, Political Analyst and Journalist, Mexico
- Mr Rafael Méndez, Journalist, *El País*, Spain
- Mr Mohamed Abdelmeged Abdelrazik, Journalist, *Ahram Newspaper*, Egypt
- Mr Amantha Perera, Foreign Correspondent, Inter Press Service, Sri Lanka
- Mr Thierry Le Doux Wako Tietchac, Presenter and Journalist, Radio Environment Yaoundé, Cameroon





Members' Assembly

The Members' Assembly, IUCN's unique global environmental parliament bringing together governments and non-governmental organizations, approved the new IUCN Programme for 2013–2016. The Programme builds upon IUCN's niche as the world's authority on biodiversity conservation, nature-based solutions and related environmental governance.

The Assembly also approved over 180 resolutions and recommendations on a wide range of issues, including action to recover Atlantic Bluefin Tuna stocks and avert extinctions of rare dolphin species; scaling back offshore drilling; promoting the human right to water; and providing better payment channels for ecosystem services in poor countries. Action on stopping the escalating poaching of elephants

and rhinos was approved, and the push for a globally binding treaty on protecting wildlife from mercury contamination was endorsed, as was greater enforcement of laws on wildlife crime.

IUCN's Members are all independent agencies, well able to set their own agendas. But by working together toward a common global agenda, the Membership, Secretariat and Commissions can have a far greater impact than by working alone.

As such, the Members' Assembly is IUCN's highest decision-making body.

More information:
www.iucn.org/congress/member_s_assembly/resolutions

“I found this Jeju Congress to be the best IUCN has ever held. The volume of workshops and programmes was extraordinary and the business of the Union was dispatched with care and effectiveness.”

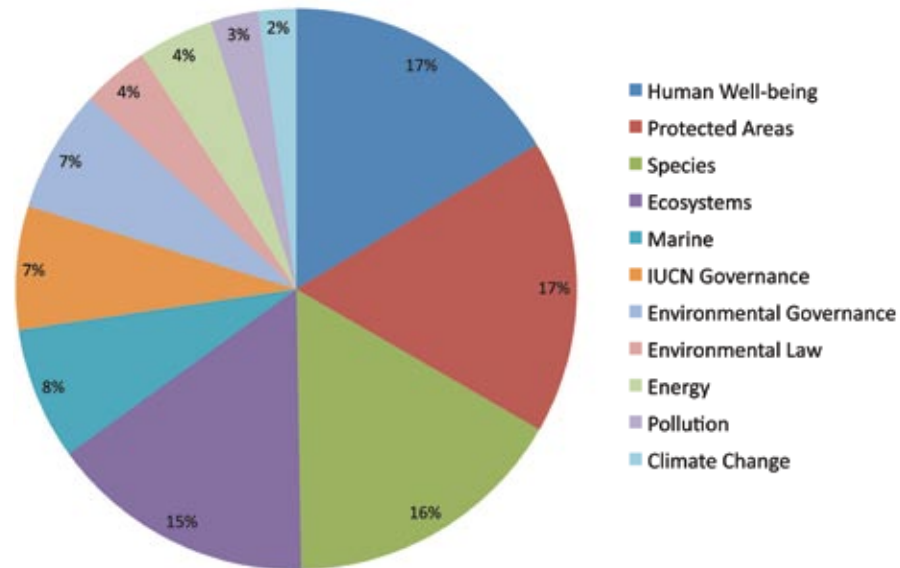
Professor Nicholas Robinson
 Former Chair of the IUCN Commission
 on Environmental Law

Resolutions and Recommendations adopted in Jeju

The Resolutions process remains a central element of IUCN's governance system and an important means by which members can influence future directions in the conservation community and seek international support on various conservation issues. These Resolutions and Recommendations, together with the IUCN Programme 2013–2016, constitute the foundation for the work of the Union and assist IUCN in achieving its Mission.

The number of motions submitted by Members exceeded any previous records. These motions, once adopted at the Members' Assembly, became the Resolutions and Recommendations of the 2012 IUCN World Conservation Congress.

Thematic distribution





Achievements through Knowledge

The 2012 IUCN World Conservation Congress in itself represents a vast pool of knowledge, which remains available through the elaboration of a **Conservation Trends Platform**, an online database recording all the events that took place in Jeju. Presentations, documentation and video relays of each session can be accessed publicly, making it an invaluable source of information for future advancement of sustainability knowledge.

Engagement in the **Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES)** gained momentum and was identified as a top priority. Established in 2010, IPBES is to become an interface between the scientific community and policy makers that aims to build capacity for and strengthen the use of science in policy making. In Jeju, IUCN was a proactive provider of practical steps for IPBES.

A new IUCN report on Caribbean coral reefs, “Tropical Americas Coral Reef Resilience Workshop”, presented the need to take urgent measures to limit pollution and regulate aggressive fishing practices that threaten the existence of Caribbean coral reef ecosystems.

A new report by IUCN and Rio Tinto on **Net Positive Impact (NPI)** marked a step in IUCN's Business Engagement Strategy. NPI ensures that biodiversity ultimately benefits as a result of a company's activities in a region. The publication, “Forecasting the path towards a Net Positive Impact on biodiversity for Rio Tinto”, provides the first detailed, site-based assessment of Rio Tinto's progress on NPI.

“Investing in Locally Controlled Forestry” was launched in Jeju and presented the findings of a series of country-level dialogues organized by The Forests Dialogue (TFD), in partnership with IUCN, engaging 400 forest owners, investors, NGOs, governments and intergovernmental agencies. The report shows that, with the right processes in place and under the right conditions, almost any individual or group can build a successful forest enterprise.

Human dependency on ecosystems was flagged as a key area where lessons learnt can be captured to gain knowledge on adaptation to climate change. Markedly, the establishment of baselines could provide a way to track progress in meeting human needs. Based on this experience, guidance on how to gather

“We don’t have the right to cause extinction of species in the world.”

Dr Bráulio Dias
Executive Secretary, CBD Secretariat

and share information from local-scale ecosystem management projects will be developed by the Commission on Ecosystem Management and IUCN.

Modelled on the influential IUCN Red List of Threatened Species™, the new **Red List of Ecosystems** will identify if an ecosystem is vulnerable, endangered, or critically endangered, based on an agreed and internationally accepted set of criteria for risk assessment. In addition to providing a global standard for assessing the status of ecosystems, the outputs of the Ecosystem Red List could also be used to inform on the current and future threats to the services that such ecosystems provide, such as clean water, climate regulation and natural products.

IUCN and Microsoft announced their partnership to further strengthen **The IUCN Red List of Threatened Species™**. Microsoft unveiled a **new software application** that allows users to query and map IUCN Red List information and enables IUCN to begin to capture spatial information on species-specific threats.

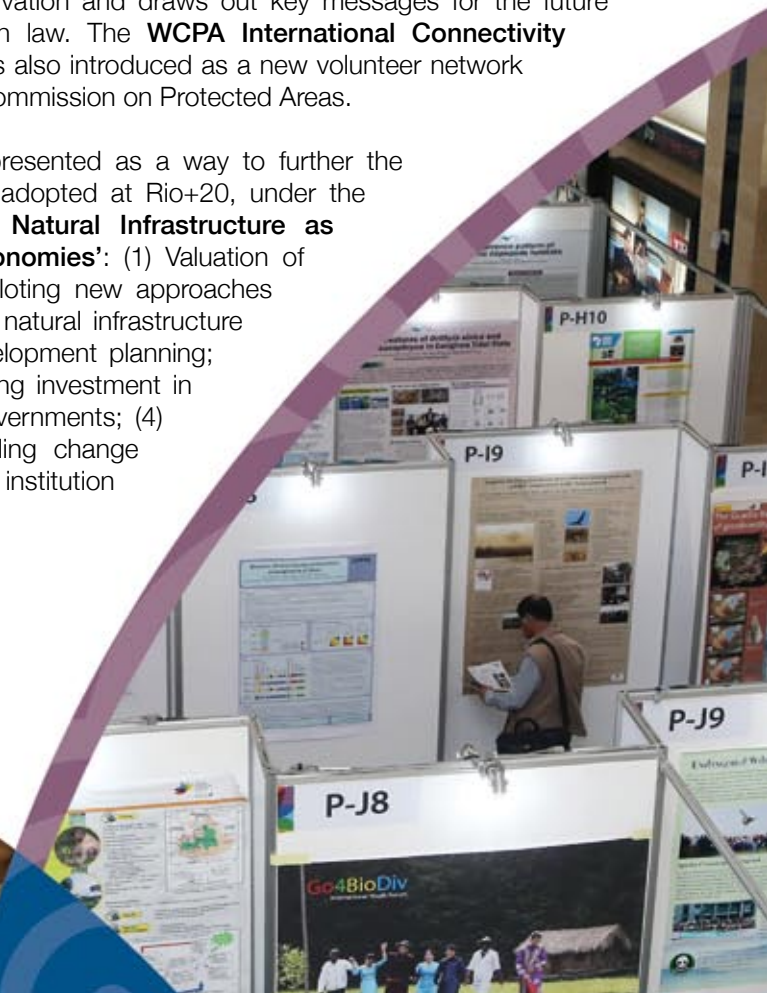
With several pilot projects under way, preparations for **The IUCN Green List of Well-Managed Protected Areas** gathered pace prior to its official launch at the next IUCN World Parks Congress to be held in Australia in 2014. The Green List is an initiative to highlight best practice, acting as a benchmark for progress towards effective and equitable management.

The **Protected Planet Report**, produced by the UNEP World Conservation Monitoring Centre and launched in Jeju, is the first in a series of biannual reports on

the current global state of protected areas highlighting progress towards the Aichi Targets. The next edition is planned in time for the IUCN World Parks Congress and the CBD Conference of Parties (COP) 12 in 2014.

Connectivity was identified as the dynamic paradigm for conservation and land use. **“The Legal Aspects of Connectivity Conservation”** is a draft concept paper that reviews and analyzes the range of legal mechanisms that currently exist to support connectivity conservation and draws out key messages for the future of connectivity conservation law. The **WCPA International Connectivity Conservation Network** was also introduced as a new volunteer network of experts from the World Commission on Protected Areas.

Four key strategies were presented as a way to further the Green Economy approach adopted at Rio+20, under the umbrella of **‘Investing in Natural Infrastructure as an Element of Green Economies’**: (1) Valuation of natural infrastructure; (2) Piloting new approaches to integrating the values of natural infrastructure into local and national development planning; (3) Strategies for encouraging investment in natural infrastructure by governments; (4) Policy processes for enabling change at the national and donor institution levels.



Achievements through Influence



Recognizing IUCN's central role in promoting the establishment of the Convention on Biological Diversity (CBD), Members called for the **implementation of the Nagoya Protocol on Access and Benefit Sharing**. In addition, Congress participants were able to gain knowledge on issues related to Access and Benefit Sharing (ABS) and IUCN further presented an Explanatory Guide at the Conference of the Parties of the CBD in October 2012, right after Congress.

The **Aichi Biodiversity Targets** were integrated into the IUCN World Conservation Congress in several ways. All Forum events related to at least one target and almost half (49%) of them dealt with issues related to at least four targets. As Targets 1, 5, 11, 14 and 19 topped the list, all five Strategic Goals were covered. The 2013–2016 IUCN Programme, as well as four Resolutions, adopted by the Members also provide direct contributions to the Aichi Biodiversity Targets.

IUCN and the Convention on Biological Diversity (CBD) signed a **Global Partnership for Capacity Building in Protected**

Areas. To meet the commitments described in the CBD Programme of Work on Protected Areas and related Aichi Targets, IUCN sets out to develop publications such as Best Practice Protected Area Guidelines and the Global Partnership for Professionalizing Protected Area Management.

Members adopted the IUCN Policy on Conservation and Human Rights for Sustainable Development. Practical training on the **Rights-Based Approach** (RBA) pushed for the implementation of decision-making processes that promote biodiversity conservation while at the same time respecting people's rights. RBA is an instrument to enhance the contributions that conservation-related activities can potentially make to the enjoyment of human rights by everyone, and in particular by vulnerable people. As such, it fills a gap in defining how we can reach global objectives to combat poverty and improve human well-being while supporting sustainability.

Governments were urged to recognize the **need for non-regression in environmental law and policy**, unless flexibility enhances conservation. The related Resolution WCC-2012-Res-128 that Members adopted formalizes international consensus on the need for legal measures to attain a high level of environmental protection and improvement in environmental quality.

As the official Advisory Body to the World Heritage Committee on natural and mixed sites, IUCN called for **greater involvement of indigenous peoples and local communities in establishing and managing World Heritage sites**. The 2012 IUCN Congress adopted a resolution calling for the implementation of the UN Declaration on the Rights of Indigenous Peoples in the context of the UNESCO World Heritage Convention, which celebrated its 40th anniversary under the umbrella "World Heritage and Sustainable Development: the Role of Local Communities".

"Conservation is an entry point to democracy."

Russ Mittermeier
President, Conservation International



The Jeju Congress set the pace for the **2014 IUCN World Parks Congress** with agreements reached between IUCN, the Government of Australia and the Government of New South Wales regarding the design, development, convening and follow-up of this important event for protected areas.

The first **World National Parks CEOs Forum** was held in Jeju, bringing together over 120 leaders in protected areas. It resulted in the Jeju Declaration on National Parks and Protected Areas: Connecting People to Nature, a commitment to a global campaign for re-connecting people with nature through national parks and protected areas. This will generate a **global protected areas awareness campaign**.

IUCN will be able to **influence mass media across Southeast Asian countries** thanks to a three-year collaboration signed with the Thai Public Broadcasting Service (TBS). Public awareness of conservation and development issues will be raised through televised programmes and talks. IUCN-TBS joint activities will also include capacity building for journalists on environmental reporting and citizen journalism training.

A **Mesoamerican advisory working** group was established to address the interrelationship between **indigenous peoples, climate change and protected areas**. The first step will be to engage the main regional indigenous networks in joint action through a framework agreement.

Arab cultures, such as Hima, Mahjar, Agdal, Qoroq and Adat, feature community-based conservation systems that must be recognized—especially in the current context of political reform in West Asia and North Africa. The Congress pointed to the **need for bottom-up conservation approaches to be integrated into new nature governance systems** emerging in those regions. Such approaches

pull together local and traditional knowledge, cultural heritage, conservation and improved livelihoods, and thus must be supported.

The Commission on Environmental Management/Environmental Management Programme committed to provide a framework for inter-disciplinary capacity building on natural and man-made disaster risk reduction and recommended developing cross-disciplinary oil industry standards to monitor offshore activities and assessments of impact caused by disasters such as tsunamis or oil spills.

In partnership with the World Bank and the Global Environment Facility, IUCN set out to explore the role of **payments for ecosystem services in environmental governance** at the global level.

Resilience was pinpointed as a common thread linking priorities on disaster risk reduction, ecosystem-based adaptation to climate change, and monitoring of the Red List of Ecosystems.



Achievements through Action

IUCN manages field projects all over the world. The World Conservation Congress gives momentum to such projects, both by showcasing results and setting new goals in motion.

The 2012 IUCN Congress called for concrete action in many areas, including:

- Recovering the Atlantic Bluefin Tuna population in the Eastern Atlantic and the Mediterranean
- Stopping the extinction of rare dolphins: Maui's dolphins, Hector's dolphins, Vaquita porpoises and South Asian river and freshwater dependent dolphins and porpoises
- Shutting down illegal bear farms
- Scaling back offshore drilling in French Guiana, Suriname and Guyana
- Providing better payment channels for ecosystem services in poor countries
- Putting a stop to the escalating poaching of elephants and rhinos
- Calling for a globally binding treaty on protecting wildlife from mercury contamination
- Pushing for stricter and better enforced laws to combat wildlife crime
- Reducing the impact of recreational divers on marine environments

Action-based achievements set the tone for practical, results-driven conservation efforts in several areas during the 2012 IUCN World Conservation Congress.

The **Biodiversity and Protected Areas Management Programme (BIOPAMA)** was announced. This 20-million-Euro initiative will provide training and information to multiple stakeholders in the private and public sector, from the field to the policy level, in Africa, Caribbean and Pacific countries. It is funded through the European Development Fund and will also be supported by the UNEP World Conservation Monitoring Centre. BIOPAMA will contribute to **improving implementation of three objectives of the Convention on Biological Diversity**.

The IUCN-WBCSD Think Tank proposed a **four-step solution-based approach for business to be more engaged in nature conservation**: (1) Start up: The first step is to change business thinking by opening up dialogues; (2) Speed up: Nature-based solutions need to be urgently implemented in business projects; (3) Scale up: Scaling-up is spreading solutions and changing policy across and between sectors; (4) Smart up: Better information will lead to better business decisions.

Lack of attention to fungi conservation was rectified through a ground-breaking resolution, which was exclusively devoted to fungi for the first time in the history of IUCN. Noting their essential role in supporting ecosystems, fungi have long been recognized as an independent biological kingdom separate from animals and plants. This kingdom has now taken its rightful place in world conservation.





The **Mangroves for the Future (MFF) initiative** gained impetus at the IUCN Congress, with clearer ideas on how to implement it in China and commitments from the Government of Denmark to support future activities in Bangladesh.

Mexico, Honduras and El Salvador joined in an initial alliance, **Forests for the Future**, for the restoration of forest landscapes. Leading the way, El Salvador undertook to restore 1 million hectares of trees.

The five-year Livelihoods and Landscapes Strategy to restore forest landscapes in 23 countries in Africa, Asia and Latin America showcased its results. It demonstrated that **resilient forests have a crucial role in creating jobs and boosting incomes** for local residents. The project was implemented by IUCN between 2007 and 2011 with the support of the Netherlands government.

SOS – Save Our Species reported on its success stories since implementation in 2008, including: the first ever community-led return of a stray tiger to the wild in the Sundarbans of Bangladesh, greater frog conservation thanks to a new protected area in the Sierra Caral of Guatemala, more support in protecting the dugong population in the Bazaruto Archipelago National Park in Mozambique, and encouraging results for the reproduction boost of the Spoon-billed Sandpiper in the Siberian Tundra of eastern Russia.

Action Asia, an initiative to help conserve critically endangered vertebrate species in Southeast Asia, was further advanced by the Biodiversity Conservation Programme,

with participation from the Species Survival Commission and involving a wide range of organizations.

A proposed **culture recovery programme in South Asia** was met with great enthusiasm and will benefit from support from UNEP.

A programme based on the **“National Gender and Climate Strategy Action Plan”** was elaborated for implementation in Bangladesh.

A new partnership with Norway set out to address **the implementation gap in climate change mitigation** and encourage more commitments for adaptation.

Finland paired up with IUCN to develop an international initiative for **better governance and greater transparency on renewable resources**.

A regional initiative was launched for the **protection of the Amazonian indigenous territories** as priority spaces for biodiversity and ecosystem conservation. It also aims to maintain and develop indigenous cultures based on an integral management of their territories for their well-being. A related Resolution called IUCN Members, governments of the Amazon Basin, indigenous and other relevant organizations to collaborate in developing and implementing this initiative.

Elections of IUCN President and Council

The Congress elected the IUCN President and 32 other members of the IUCN Council for the next four years; two-thirds of those elected are first-time Councillors.

President

Mr Zhang Xinsheng, China

Treasurer

Mr Patrick de Heney, Switzerland/United Kingdom

Councillor from the State in which IUCN has its seat¹

Dr Willy Geiger, Switzerland

REGIONAL COUNCILLORS

Africa

Mr Mamadou Diallo, Senegal
Dr Brahim Haddane, Morocco
Hon Eriyo Jesca Osuna, Uganda

Meso and South America

Ms Jenny Gruenberger, Bolivia
Mr Miguel Pellerano, Argentina
Mr Ramón Pérez Gil Salcido, Mexico

North America and the Caribbean

Mr George Greene, Canada
Dr John Robinson, USA
Dr Spencer L. Thomas, Grenada

South and East Asia

Dr Arzu Rana Deuba, Nepal
Ms Meena Gupta, India
Mr Shinichi Kitajima, Japan²

West Asia

Mr Malik Amin Aslam Khan, Pakistan
Dr Samira Omar Asem, Kuwait
Mr Mohammad Shahbaz, Jordan

Oceania

Mr Andrew Bignell, New Zealand
Prof. Brendan Mackey, Australia
Ms Ana Tiraa, Cook Islands

East Europe, North and Central Asia

Dr Amirkhan Amirkhanov, Russia
Mr Michael Hošek, Czech Republic
Ms Tamar Pataridze, Georgia

West Europe

Mr Jonathan Hughes, United Kingdom
Prof. Nilufer Oral, Turkey
Ms Marina von Weissenberg, Finland

¹ This post is appointed by the IUCN Council.

² After Mr Shinichi Kitajima's resignation for health reasons, the IUCN Council appointed Mr Masahiko Horie, Japan, in April 2013 to fill the vacancy.

COMMISSION CHAIRS

Commission on Ecosystem Management

Mr Piet Wit, The Netherlands

Commission on Education and Communication

Dr Juliane Zeidler, Germany

Commission on Environmental, Economic and Social Policy

Ms Aroha Te Pareake Mead, New Zealand

Species Survival Commission

Dr Simon Stuart, United Kingdom

World Commission on Environmental Law

Dr Antonio Herman Benjamin, Brazil

World Commission on Protected Areas

Dr Ernesto Enkerlin-Hoeflich, Mexico

More information:

www.iucn.org/about/union/council





Recognizing conservation greats

The 2012 Congress recognized two outstanding individuals of the conservation world with its highest awards, and conferred honorary membership of IUCN to 11 other conservation greats.

- Recipient of the John C. Phillips Memorial Medal: Sir David Attenborough (United Kingdom)
- Recipient of the Harold Jefferson Coolidge Memorial Medal: Dr Wolfgang E. Burhenne (Germany)

2012 Honorary Members of IUCN

- Dr Abdulaziz Abuzinada, Saudi Arabia
- The late Ms Angela Cropper, Trinidad and Tobago
- Dr Aila Keto, Australia
- His Excellency, The State President, Lieutenant General Seretse Khama Ian Khama, Botswana
- Mr Veit Koester, Denmark
- Dr Russell Mittermeier, USA
- Dr Ian Player, South Africa
- Prof. Nicholas Robinson, USA
- Dr Marina Silva, Brazil
- Mr Achim Steiner, Germany
- Prof. Randolph Robert Thaman, Fiji

Commission Awards

Species Survival Commission Awards

- Dr Raoul du Toit
- The late Dr Susan Mainka
- Dr Martin Brooks
- Dr Anders Rhodin
- Prof. Luigi Boitani
- Dr H. Resit Akçakaya
- Dr Robert Lacy

Commission on Ecosystem Management Awards

- Dr Luc Hoffmann – CEM Award
- Mr Germano Woehl and Ms Elza Nishimura Woehl – CEM Luc Hoffmann Award

World Commission on Environmental Law Awards

- Prof Dinah Shelton – 2012 CEL Wolfgang Burhenne Award
- Mr Oscar Loayza Cossio – Kenton Miller Award

Commission on Education and Communication Awards

- Fundación Amigos de la Naturaleza (Bolivia) – CEC Award for Spanish-language environmental education materials on climate change
- Dr Wendy Goldstein – International Brandwein Medal for lifelong commitment to conservation education
- Ms Cecilia Nizzola-Tabja in recognition of 20 years of enduring commitment – CEC Chair's Award for lifelong commitment to CEC

“IUCN is an organization of enormous importance for all of us who care about the natural world;
there is no other international organization quite like it.”

Sir David Attenborough

Recipient of the John C. Phillips Memorial Medal





Let the message be heard

The Jeju Congress offered a unique platform to send a clear message to the rest of the world that nature can and does provide solutions to some of the world's biggest environment and development challenges.

As the global event that best represents the international conservation community, one of the key objectives of the Congress is to mobilize attention on the latest conservation issues.

To help spread the message, nearly 100 media-related events took place—including 60 press conferences—and over 320 media representatives were onsite to report from Jeju. Total coverage of the Congress worldwide resulted in a readership of over one billion people.

The Jeju Congress was also the occasion to provide world-class media training for journalists coming from developing countries, with the support of Com+ and the World Bank.

Major international news coverage

Agence France Press, Al Jazeera, Associated Press, BBC, Channel 4 UK, CNN, Deutsche Press, the Economic Times (India), EFE, El País, Forbes, Fox News, the Guardian, Huffington Post, the Independent (UK), KBS, Le Monde, National Geographic, NBC, Reuters, the Sunday Times (UK), Time Magazine, the Times of India, Xinhua

In-house news production

To facilitate the diffusion of Congress news, IUCN produced 17 press releases, as well as 70 articles and interviews, 35 videos and 700 photos that were publicly available through the Congress website. In addition, all major events were web streamed on a platform tailor-made by the host country.

Web, video and photo statistics	During congress
Web (total unique visits during Congress)	241,000
Video views (YouTube, IUCN website)	10,300
Photo downloads (Flickr)	7,500

Breaking borders on the web

The 2012 IUCN Congress embraced new technology to expand its scope beyond physical boundaries. People from all over the world were able to watch all major events live through web streaming, and video relays are still available online now.

The most outstanding success in moving the Congress to the online sphere was in social media, in particular Twitter. With nearly 8,000 mentions in the twittersphere, close to 4 million individuals were reached, leading to a knock-on effect of over 17 million impressions.

Each event was assigned its own “hashtag”, meaning that participants were able to “tweet” about their experience, allowing people who were unable to attend to keep track of the latest developments and participate remotely by commenting on specific issues.

Twitter allowed the Congress to become viral, with influential figures and organizations participating in its dissemination. Figures such as **Richard Branson and Bianca Jagger took an active role in tweeting about the Congress**, as well as IUCN Patron Sylvia Earle and Goodwill Ambassador Alison Sudol. The World Bank, UNEP, Holcim, Nespresso and Syngenta were among the organizations that helped the distribution of IUCN tweets.

The media landscape has been transformed by internet and the advent of social media. These new technologies have grown to be valuable tools to engage multiple stakeholders, encourage debate and raise public awareness. Through the 2012 IUCN World Conservation Congress, IUCN was successful in harnessing this potential.

Social media statistics	During Congress
Twitter outreach total (individual people)	3.92 million
Twitter outreach total (impressions)	17.32 million
Twitter mentions	7,937
Facebook content views (daily average)	30,000

All results are for 6–15 September 2012.

“What you’ve done in terms of media and getting your messages out is amazing.”

Achim Steiner
Executive Director, United Nations Environment Programme and former IUCN Director General



A local legacy

The Ministry of Environment of the Government of Korea and the Jeju Special Self-Governing Province kindly hosted the IUCN World Conservation Congress in 2012. They established the Korean Organizing Committee (KOC) in order to fully support the organization of the largest conservation event in 2012.

Thanks to this joint partnership, the 2012 IUCN Congress was able to leave a legacy at the local level in Jeju and the wider Republic of Korea, as well as driving forward global conservation.

Jeju Declaration

The Jeju Declaration, signed at the closing of the Congress, marked a stepping stone in this collaboration. Based on the thematic framework, it reflects strong points of the 10 days of conferencing, networking and decision making. It recognizes that nature offers important solutions to some of the world's most pressing challenges in climate change, sustainable energy, food security, and economic and social development.

Through the declaration, the Government of the Republic of Korea and the Jeju Special Self-Governing Province committed to take the World Leaders' Dialogues a step further and set up the "Jeju World Leaders' Conservation Forum".

As the IUCN Congress was the first large-scale international conservation event on the island of Jeju, the success of the Congress reaffirms Jeju's positioning on the map of world events.



Capitalizing on the IUCN Resolutions process

Leaders from Korea and the island of Jeju were particularly proactive in their involvement in IUCN's motions and resolutions processes. 19 motions were elaborated and presented to the Members' Assembly.

Resolutions:

- 010 Establishment of a strengthened programmatic presence of IUCN in Asia
- 026 International cooperation for waterbird monitoring to support sound management
- 028 Conservation of the East Asian-Australasian Flyway and its threatened waterbirds, with particular reference to the Yellow Sea
- 034 Strengthening training and capacities for botanical gardens and arboreta staff for the *Global Strategy of Plant Conservation* (GSPC) 2020 in East Asia
- 049 Redesigning future cities and related urban zones with protected areas: cities, return to nature
- 051 Improving conservation and sustainability of the Yellow Sea
- 052 Establishment of an integrated management system for UNESCO protected areas
- 063 Support for conservation and sustainable use of Gotjawal forests in Jeju, Republic of Korea
- 069 Strengthening coordination for managing the aquatic ecosystems of East Asia
- 082 Supporting the sustainability of Jeju *Haenyeo* as a unique marine ecology stewardship
- 109 Green growth as a sustainable strategy for nature conservation and economic development
- 113 Management of secondary environmental damage from natural disasters
- 115 Strengthening biocultural diversity and traditional ecological knowledge in the Asia-Pacific island region
- 120 Biodiversity conservation for development in the South through South-South cooperation
- 125 Promotion of the Asia-Pacific Biodiversity Observation Network (AP-BON)
- 126 The development of an Evaluation and Certification System for World Environmental Hubs

Recommendations:

- 152 Enlarging and connecting transboundary protected areas for the Ecological Corridor of Northeast Asia
- 155 Restoration and conservation of Jeju's Hanon Maar Crater
- 182 International cooperation towards the mitigation of adverse impacts of aeolian aerosols

Jeju: Treasure Island

The largest island of South Korea, Jeju is a crown jewel of the Yellow Sea. Wind-swept palm trees, sandy beaches and volcanic landscapes—not to forget a unique local culture—was the stunning backdrop to the 2012 IUCN World Conservation Congress.

Thanks to the generosity of the host country, participants were given the opportunity to explore its ecological sites during a day of excursions. This break from intensive conferencing activity allowed them to learn more about Jeju's protected sites and take part in informal environmental learning programmes.

Encouraging Green

Hosts of the IUCN Congresses need to comply with IUCN's green standards when selected as a venue. The Korean Ministry of Environment and Jeju Special Self-

Governing Province were thus actively encouraged to engage with suppliers and contractors who could fulfil these requirements.

As a consequence of the Congress's presence in Jeju, an improvement in standards was noted during the event. This ranged from environmentally-friendly accommodation to eco-certified furniture and eco-friendly catering services.

To offset greenhouse gases emitted from the preparation and operation of the Congress, the hosts implemented a number of steps to make Congress facilities greener in the long term. This initiative included:

- installing solar battery modules in five areas of the International Convention Center Jeju, supplying 20% of its annual power consumption
- applying insulation film to the outer glass wall of the venue to save 1,639,000 kWh per year
- planting trees on the rooftop and around the Convention Center
- establishing a circulation system to conserve water
- introducing a Building Energy Management System (BEMS), which allows integrated management of different energy facilities (electricity, gas, lighting, etc.)
- replacing old escalators, elevators, and cooling and heating systems with more energy efficient ones



Greening the Congress

Estimated carbon emissions from the IUCN World Conservation Congress have been fully offset.

The IUCN World Conservation Congress is a truly unique event in its capacity to bring together so many members of the global environmental community. To the delegates, this unmatched opportunity for learning, exchanging ideas and meeting new people is priceless.

Yet, the world's largest environmental gathering represents a cost for the planet. An independent greenhouse gas assessment, conducted by the Korea Environmental Industry and Technology Institute (KEITI), estimated that the Jeju Congress generated 6,846 tons of carbon dioxide equivalents.

With the majority of participants and staff travelling from 157 countries around the globe, air travel to the Republic of Korea represented the largest source of greenhouse emissions—about 70% of the total. Onsite, emissions remained minimal due notably to the high environmental standards of the conference venue.

Notably, IUCN's efforts to minimize paper consumption in 2012 surpassed any

previous achievements. For the first time, all the documentation related to the Members' Assembly—which represents thousands of pages—were distributed and organized electronically through a motions blog. Members were extremely responsive to this new technology, with a total of **190,300 pages viewed** and **82,300 files downloaded**. They also embraced the electronic elections system that replaced the old paper elections.

Thanks to the support of participants and donors, the total estimated footprint of the Jeju Congress was offset 100% through an investment in forest rehabilitation. Contributions collected through the Jeju Carbon Offset Fund were used to purchase **6,846** tons of CO₂ equivalents from Infapro, a project in Borneo, Malaysia.

The project developer, Face the Future, in cooperation with the Yayasan Sabah Foundation, has rehabilitated since 1992 approximately 12,000 hectares (ha) of the targeted 25,000 ha of logged rainforest.

Research has shown that the rehabilitation project has resulted in the return of many animal species, particularly birds. Orangutans, Sun Bears and Pygmy Elephants are frequently spotted. The area is one of the last refuges for the Sumatran Rhino, a critically endangered species. It also provides a buffer zone around the Danum Valley Conservation Area, a protected area of undisturbed primary tropical rainforest.

The project demonstrates how carbon finance can deliver climate change mitigation while enhancing biodiversity and supporting local livelihoods, as it also creates employment based on forest restoration activities and carbon monitoring.

Emissions reductions from the Infapro project have been verified by the Verified Carbon Standard (VCS) and sustainable forest management is certified by the Forest Stewardship Council (FSC).



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Learn more about the work of IUCN's six voluntary expert Commissions on species; environmental law; protected areas; communication and education; environmental, economic and social policy; and ecosystem management; and how to join them.

www.iucn.org/about/union/commissions

Keep up to date with IUCN's work to implement the 2013–2016 Programme that was approved at the 2012 Congress.

www.iucn.org/what/global_programme

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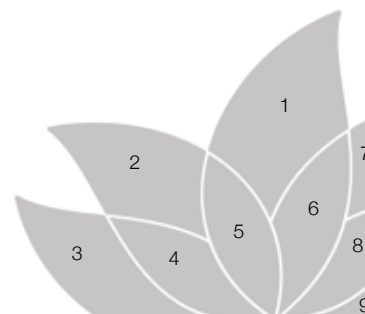
“The IUCN vision of a just world that values and conserves nature is one the world deeply needs to see fulfilled.”

Zhang Xinsheng
IUCN President

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