



IUCN
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JeJU 2012
CONSERVATION CAMPUS



International Union for Conservation of Nature

How to develop your Conservation Campus for the World Conservation Congress, Jeju 2012

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How to develop your Conservation Campus for the World Conservation Congress, Jeju 2012

Conservation Campuses: Interactive, Skills-Building Training

Following a competitive proposal and review process, 50 Conservation Campuses have been accepted for the IUCN World Conservation Congress in Jeju, September 2012. These Conservation Campuses will be highly interactive and skills-building – with an emphasis placed not on theory but on practice. Presentations will be kept to a minimum and active participation will be maximised – with preference given to experiential small group work, feedback and reflection so that participants are best-equipped to apply the skills learned when they return to their professional context.

Securing your Conservation Campus

To secure your Conservation Campus at the IUCN World Conservation Congress, 6 – 15 September 2012, please:

1. Read and be familiar with the guidance, terms and conditions detailed in this document
2. Complete and submit a signed copy of the [form](#) attached by **30 April 2012**. Please scan and email a pdf of the signed form to conservationcampus@iucn.org or fax the signed form to +41 22 999 0002 (attn: Science and Knowledge Management)

What happened to your initial proposal?

Your proposal was the basis for selecting your contribution to the World Conservation 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 refinement of your session. It is crucial that you make sure your proposal is up to date, on the web-space, at all times, as this will be the primary 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 for 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 organiser & partners**

It is entirely up to you (and your partners) to decide who the main organiser of the conservation campus will be. The designated person will also be the main focal point for us, for any correspondence or issue related to the Congress, your session, etc. Make sure the email address you provide is the one you want to use for any correspondence on your conservation campus, further to the Congress.

Partners are all the persons and institutions involved in the development of your conservation campus (the list of people who actually contributed to the development of the Conservation Campus). For space and costs reasons, only 5 partner organisations will also appear on the Congress online programme.

Note: The organisation of the main organiser as well as those of the five partners will be printed on the Congress programme together with the title of the conservation campus.

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

- **Abstract**

This is a more detailed description of what the aims of your conservation campus are. Keep it 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 conservation campus**

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 conservation campus is clear enough, one or two are probably more than enough.

- **Other information**

You will notice all sort of fields and information associated to your event on the web-spaces. As a general rule, try to keep this information as accurate as possible, at any time. This is the only way for participants to find updated and reliable information about your conservation campus. 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.

- **Background reading**

This is where you can give all your participants a chance to prepare for your Conservation Campus by providing them with background reading, materials and links. The more you give your participants, the better prepared they can be and the more they (and you) will get out of the session.

Finalising 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 programme, as well as on your web-space. IUCN cannot accept the responsibility to correct this information.

Deadlines

Dates	Tasks
March, 2012	Forum Event's Web Spaces will be ready for organisers to work their sessions.
30 th April 2012	Complete and submit a signed copy of the attached form to conservationcampus@iucn.org
30 th April, 2012	Organisers to update final basic information related to their session for inclusion in the Congress programme and website.
30 th 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.
August, 2012	Confirmation of room allocation and participant names.
15 th August, 2012	Background documents to be posted on the Web Spaces by this date.

Contact

For any further information, please email Rod Abson and Gemma Chapman at conservationcampus@iucn.org.

Practical information for *Conservation Campuses* 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 organisations, business, UN agencies and social organisations will discuss, debate and decide solutions for the world's most pressing environment and development issues.

The Congress has two components:

- a [Forum](#) where IUCN members and partners 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 2 hours of Members Assembly 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 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, workshops, 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 of 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:

Due to limited space at ICC Jeju, the Conservation Campuses will take place in the [Lotte Hotel](#), a short distance away from the Convention Centre and the rest of the IUCN Congress activities. Transport to and from the Convention Centre will be available to ensure there is easy access between the two venues.

Participants, room set-up, equipment and materials:

To ensure a quality learning experience for your participants within the space available, the maximum number of attendees is **50**. If, however, you wish to limit this to a smaller number, then you are free to do so. There is space on the form attached to indicate your preference for your maximum number of attendees.

Each room will be equipped with a projector, a screen and flipcharts. The standard set-up will include tables, chairs, a head table and a speaker's podium. There is no cost associated with this basic equipment and set-up.

Additional material and equipment can be arranged by the venue or the Congress team. The cost of these will be billed to the organiser. More information on costs and availability will be available in the coming months.

Organisers are free to change the set-up of the room but each room shall be returned to its original set-up at the end of each session. Please take the time needed to rearrange the room before leaving the room.

Session organisers will be responsible for providing hand-outs, workbooks, additional materials or special equipment needed to run their session. In the spirit of our objective to hold a "green congress" session organisers 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.

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.

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

Room allocation will be done by IUCN and tentatively communicated to you by April 2012. Nevertheless, this information will be subject to change and we therefore ask you not to use this information for any booking or planning purpose. **Please note that the information about room and time allocation cannot be guaranteed until August 2012.**

Scheduling

Conservation Campuses will take place from Friday 7 September to Tuesday 11 September, inclusive. Full-day and half-day Conservation Campuses will be scheduled from 09h00 to 13h00 and/or from 14h00 to 18h00.

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

Individual session organisers will be required to respect the times for opening and closing each Conservation Campus. This is imperative in order to enable the venue staff to clean and re-arrange rooms within the hour between sessions.

Congress Registration

Please note that all persons involved in presenting and participating in the Forum (including Speakers) must register for the Congress. The on-line registration system opened in March 2012. Fees and policies governing registration can be found at: www.iucn.org/congress_registration

Access to the venue will require a Congress badge.

Pre-Registration for Conservation Campus Sessions

Delegates registering for the Congress will have the opportunity to pre-register for one Conservation Campus only – in order to enable as many delegates as possible to benefit from these offerings. Delegates wishing to pre-register for a second Conservation Campus will be allocated a place on a waiting list. This participant list will be available to Conservation Campus organisers prior to Congress.

Applicant Review and Approval Process

The Conservation Campus Team will review applications for participation in the Conservation Campuses and priority will be given to allocating places on a first-come, first-served basis.

The IUCN Conservation Campus Team Support

The IUCN Conservation Campus Team will be available before Congress to support and assist you as you further develop your highly interactive, skills-building Conservation Campus. The Team is happy to both advise you and put you in contact with experienced practitioners who can help you to design experiential small group work and reflective exercises so that participants are best-equipped to apply the skills learned when they return to their professional context. The Team will get in contact with you to discuss how your Conservation Campus is progressing and to offer assistance if necessary.

E-Learning Courses

The IUCN Conservation Campus Team can offer you the opportunity to develop the information from your session into an e-learning course. By doing so, we will extend the benefit of your session beyond its participants and ensure that additional people can obtain new skills to put into practice. We would like you to consider this aspect right from the very beginning as you plan your session, as this will make it much easier to transfer your knowledge into an e-learning module once you have designed your Conservation Campus. The e-learning course will be an online, interactive module using [Moodle](#) that can be accessed from the IUCN website and will contain a summarised version of your Conservation Campus. Please let us know if you are interested in turning your Conservation Campus session into an e-learning course and we can provide further information about the next steps to be taken before, during and after the Congress.

Privacy Policy

All session organisers are to adhere to standards and criteria for the collection and maintenance of personal data as set forth in the [Privacy Policy](#) available on the IUCN World Conservation Congress 2012 Website.

Safety, Security and Hygiene

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

Organisers 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 organisers and participants.

Disclaimer

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

Terms and Conditions

Please complete and return a copy of this form by **30 April 2012**

Please email this form to Rod and Gemma at conservationcampus@iucn.org. If this is not possible, please fax the completed form to +41 22 999 0002 (Attn: Science & Knowledge Management).

Conservation
Campus Title:

Your First and Last
Name:

Your Organisation:

Your Mobile
Telephone Number:

Your Office
Telephone Number:

The maximum
number of
participants at each
event will be 50.
Please circle your
preference for the
number of
attendees:

20	30	50
----	----	----

Please list any
additional materials*
and equipment you
will require, at your
own cost:

(*See "**Participants,
Room Set-Up,
Equipment and
Materials**" above)

If you are organising
any other sessions
during the World
Conservation
Congress Forum,
please enter the
event number(s) and
title(s) here:

Would you like to
develop an e-learning
course based on your
Conservation
Campus session? Yes / No

Any other comments:
.....
.....
.....
.....
.....

I understand and hereby agree to the terms and conditions.

Full Name: _____
Date: _____
Place: _____



Developing your Conservation Campus:

Tips and useful links

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Introduction

Congratulations on having your Conservation Campus accepted to IUCN's World Conservation Congress 2012! These sessions will provide essential opportunities for participants in the Congress to acquire new skills and it will be your responsibility to share your knowledge and experience with up to 50 attendees.

Conservation Campuses are highly **interactive** and **skills-building**. The emphasis is placed not on theory but on practice. Presentations are kept to a minimum and active participation is maximised – with preference given to experiential small group work, feedback and reflection so that participants are best-equipped to apply the skills learned when they return to their professional context.

This document aims to provide some guidance on how best to approach this method of transferring knowledge. The Conservation Campus team, Rod Abson and Gemma Chapman, will also be on hand from now until the Congress and you can contact them for help and advice at any stage of your planning on conservationcampus@iucn.org. We look forward to working with you to make your Conservation Campus a great success!

Ten steps to design your Conservation Campus

The following steps are adapted from a how-to guide on www.knowhownonprofit.org. The original, extended version is available [here](#).

1. Plan

Construct a workshop planner that includes the subjects:

- Topic
- Detail
- Learning Style/Activity
- Time
- Materials

Fill these headings in as you go through the steps.

2. “If you don't know where you're going, you're never going to get there.”

So goes the saying, and it's very relevant here. If you don't know what you want people to learn, it will be very hard to design your Conservation Campus.

Think about your attendees leaving the room at the end of the session. They meet up with their colleagues and are asked, “What did you learn?” **What do you want them to answer?**

Try to set at least one major learning outcome for your session (it could be up to two or three). And try to nail the specifics, so instead of saying, “*I want to teach people about potatoes,*” try to be clear:

By the end of the day, participants will:

Know how to plant potatoes

Know which diseases affect potato crops and how to avoid them

Have the knowledge and tools to complete their own planting and sowing time planner.

3. Be clear who your audience is

Who will be learning from your Conservation Campus? What level of knowledge do they already have about the topic? Do you know them, or are they strangers?

This may present a challenge with your Conservation Campus as registration is open. If you are concerned that particular attendees be present, use your web-spaces as an advertisement and promote it specifically to people you would like to see there. The Conservation Campus team will send you a list of your attendees before the Congress starts, so you may want to take this into consideration when you're planning. Consider that people have different learning styles – some find it easier to learn through discussion, group exercises or using pictures, whereas others prefer to be lectured at, or given information to read themselves. Most people fall somewhere in the middle of this spectrum, and it's normally best to use a mix of learning styles.

Below is an idea of what will lead to higher retention rates from your attendees. Dale's Cone of Experience demonstrates the effectiveness of different media on the learning experience, with the least effective (verbal symbols) at the top of the cone and most effective (direct, purposeful experience) at the bottom (see diagram below).

A second illustration that may help to consider the methods used in sharing knowledge is the Learning Pyramid (below) which charts the % retention rates by information delivery:

Lecture = 5%

Reading = 10%

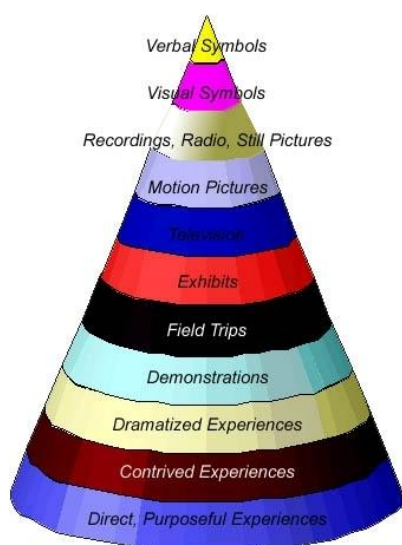
Audiovisual = 20%

Demonstration = 30%

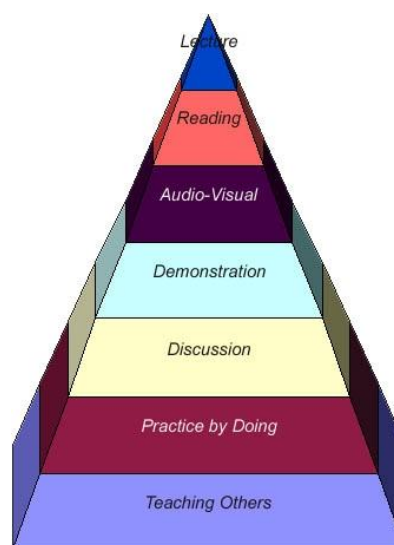
Discussion Group = 50%

Practice by doing = 75%

Teach others/ immediate use of learning = 90%



Dale's Cone of Experience



The Learning Pyramid

4. Decide three things your attendees need to know to reach the learning outcomes

Under each learning outcome, compile a list of up to three things your participants need to learn about.

For example:

Learning outcome 1 - know how to plant a potato

- *Best time to plant/seasons*
- *Seeds and tools required*
- *Soil types and feed*

5. Decide how you want to teach each section

Thinking about your audience and what you're trying to communicate, decide what learning style would be best. For more complex topics, it's useful to use two or even three styles for each learning point, to make sure that all participants are taking it in. See [learning by participation](#) for more information.

6. Add the finer details

Now you know your audience, what you want to teach them, and how you want to teach them, you can flesh out the details.

7. Add timings

Estimate how long it will take you to complete each section. You might find you've got too much. If this happens, you need to decide whether you can use a different learning style, or if you need to lose a topic.

Don't scrimp on time for group discussion and feedback for the sake of packing everything into one day – rather cut down the amount of topics you're trying to cover.

Remember to factor in breaks. Always build in some flexibility in time – if the participants have lots of questions, you should give yourself some leeway to answer them without rushing the rest of the day.

8. Make a note of the materials you'll need

This might include a flipchart, pens, post it notes, handouts or slides.

9. Review

Now you've completed your plan, read through it again to make sure it flows together. Do you have the right balance of learning styles? Do the topics follow each other coherently? Is everyone going to get a chance to speak?

You might want to add an introductory or 'warm-up' exercise where participants introduce themselves to each other. This can do wonders in reducing nervousness or ambivalence, as participants have to interact with each other from the beginning, and they can feel comfortable in talking about something they know (themselves). See [introductory exercises](#) for more information.

10. Write the content!

Now you've designed the workshop, you need to actually write the content. Hopefully you'll find it's a whole lot easier if you've followed these steps as you'll have a structure to work to.

Learning by participation

In order to increase learning, participants need to be given time to talk, discuss, participate, share and learn from each other. It means the trainer needs to do less talking and more facilitating.

Here are three top tips, taken from [Jeff Hurt's blog](#) on improving meetings, conferences and education that will help you plan for this:

1. Shift the training focus from being speaker- and content-centric to learner-centric.

Make the participants the centre of the learning during the Conservation Campus. Not the speakers or the content. Design the content to meet the learners' needs and create simple, structured, collaborative exercises that motivate participants to think about the topic and reflect on what it means to them.

2. Decrease the time the speaker spends talking and increase the time the learner spends learning.

Have presenters share 10-20 minutes of content and stop. Then participants can discuss the content in pairs or small groups of six to eight for 20- to 30-minutes. They can share their experiences and how the content applies to them. They can converse about barriers to adopting the new ideas. Or they can debate if it will work.

3. Design presentations that will increase learner involvement.

This will also increase learner interest and motivation. This means less content and more focus on two or three ideas.

Learning styles

- **Presentation**
Although we encourage you to use interactive formats as much as possible, sometimes a presentation is the quickest and most effective way of providing necessary information to a group of people. Use this style to introduce a topic, for example, but keep it short, to the point and be aware that the average maximum attention span for attending a presentation is around 20 minutes.
- **Whole group discussion**
Ask a question of the whole group, and discuss together. Useful for easy questions that can be answered quickly, and at the start of the session to give participants a chance to speak.
- **Small group discussion/exercises**

Explain an exercise to the whole group, and then ask them to address it in smaller groups. This is usually when you've presented something a bit more complex. Asking them to discuss it and answer a question together will help them digest what you've told them, and then verbalise the new information for themselves. In a group format, it reduces the pressure on the individual to come up with an answer themselves.

- **Pairs exercise**

Ask participants to talk to their neighbour. This works when you're confident that everyone has a basic understanding of the topic, so won't be stuck with only one person to help them. It also works when you have little time for an exercise, as there are less people involved in the conversation. Once you've done an exercise with an individual or a pair, you can ask them to join up with another pair, doubling the number of people who share their idea or conclusion.

- **Carousel**

This technique is an effective way to generate a large number of ideas, alternatives, or responses among a relatively large number of people. Participants have to move around from 'station to station', which can be helpful in terms of getting people working together, and boosting energy levels.

- **World Café**

A type of organisational workshop which aims to provide an open and creative conversation on a topic of mutual interest to surface their collective knowledge, share ideas and insights, and gain a deeper understanding of the subject and the issues involved.

- **Role playing**

Let the participants endorse one of your stakeholder's roles and experience how they would deal with a given situation.

- **Simulation/gaming**

New technologies are a fantastic way to learn and experience. Use simulations and games, videos, computers, tablets, etc. Make your audience physically feel and touch the heart of your message.

Helpful links

General

Facilitating learning and change in groups and group sessions:

<http://www.infed.org/biblio/b-facil.htm>

Planning, organising and running a successful workshop:

<http://www.mindtools.com/pages/article/PlanningAWorkshop.htm>

Blog dedicated to learning:

<http://welearnsomething.blogspot.com/>

Introductory Exercises

Some suggestions of group warm-up exercises:

<http://www.britishcouncil.org/ibd-writing-support-trainers-warm-up-exercises.htm>

Ice breakers, warm-up exercises, energisers, and motivators for groups:

<http://www.community4me.com/groupstarters.html>

A list of ice breakers and warm-up exercises:

<http://www.teampedia.net/wiki/index.php?title=Category:Icebreakers/Warmups>