



**May 15, 2024**  
**WORLD SPECIES CONGRESS**  
Partnership Opportunities

**Saving species is POSSIBLE, we simply need to do more  
and do it together.**

The current trajectory for the survival of much of the world's biodiversity is negative; but through clear, intelligent target setting, ambitious capacity building and increased collaborative action we can turn these trends around. Together we can **Reverse the Red.**

The United Nations' Convention of Biological Diversity (CBD) saw 196 countries unite in a commitment to the Global Biodiversity Framework, with 4 goals for 2050 and 23 targets for 2030. Included in these ambitions is a strong focus on species conservation, not only avoiding human induced extinction of known threatened species but reducing the extinction rate and risk of all species tenfold by 2050.

This is a big challenge and to accomplish it we must come together, uniting our efforts across governmental, NGO, private sector, academia, zoos, aquariums, botanic gardens and the wider community.

**Join us for the  
WORLD SPECIES CONGRESS  
May 15, 2024**

This online event will span 24 hours and move focus across the regions of the world; sharing, celebrating and inviting accelerated strategic action to ensure species not only survive, but thrive. The dynamic sessions will bring together world leaders, youth, indigenous peoples' representatives, scientists, storytellers, practitioners and innovators to explore how together we can meet the CBD species commitments in radical and transformative ways.

**"Conservation needs to move beyond random acts of kindness and instead mobilise strategic, coordinated action"**

*Sally Jewell former Secretary of the Interior USA.*

To reverse trends in species loss at local, national and global scales we need to accelerate and amplify the pace and scale of successful strategies. The 2024 World Species Congress will lay out the roadmap to get us there.



# World Species Congress

## *24 Hours Spurring Hope & Action*

### Audience

The Congress will bring together:

- species and biodiversity experts
- aquarium, botanic garden, and zoo leadership and staff
- government agencies and environmental ministers
- NGO staff and conservation practitioners
- biodiversity-minded corporations
- ecology, biology, and environment students and faculty
- young professionals in conservation

### Structure

Varied content will showcase stories, involve participants, incite discussions, ask questions, draw connections to resources and colleagues, and instill hope in a coalition of people all drawn to protecting the species of our planet. This single-stream program will run for 24 hours with produced videos, live panels, discussions, opportunity for questions and answers, and interactions among participants. Highlight reels and clips will be produced for partners to use and disseminate post-Congress to a wider audience.

### Themes

The Congress will tackle key global themes such as:

- Uniting biodiversity, climate and protected area action
- Financing species conservation
- Market transformation and community engagement
- True integration of Indigenous leadership and knowledge
- Tools and data sets for informing best practice
- Best practice examples in CBD target implementation
- Stories grounded in science and possibility, focused on energising and inspiring

### Inspiring Hope

The Reverse the Red movement is committed to fostering optimism and hope, and the World Species Congress will do just that. Sessions will focus on storytelling for solutions - grounded in science and what is possible but focused on energising and inspiring. Our aim is for the World Species Congress to help participants from around the world feel more connected, more hopeful and more confident in their efforts to save species and the next steps they can take.

# World Species Congress

*24 Hours Spurring Hope & Action*

## Galvanising Tangible Commitments

Hope is important, but action is key. As part of the Congress, participants, partners and wider audiences will be asked to commit to a series of defined next steps. These may include specific commitments to: reverse the decline of specific species, fill critical needs and gaps in resources and expertise, launch behavior change campaigns, or to receive **training around tools and strategies**. Participation in commitments will collectively highlight our ability to act and also create a dashboard where needs and gaps for conservation can be identified and filled.

Our goal is to have **at least 100,000 critical commitments and connections**.

We will also be launching a **Reverse the Red NBSAP Medal**; a prize program focused on celebrating the work of leading national agencies in developing and resourcing their best evidence-based, collaborative, strategically designed National Biodiversity Strategy and Action Plans.

To support these national biodiversity efforts, we will have at least **15 government focused events and discussion sessions** with at least one in each of the 11 IUCN regions.

## Inspiring Local Communities: Satellite Events

In addition to the main online event, the World Species Congress will be working with leading partners around the world to host satellite events. These events will have an even deeper focus on engaging local communities, state-level actors or species conservation efforts with highlights from the virtual stream tying into conversations happening at the organisation, municipal, regional, or state level.



# Join Us!

## Partnership Levels

### Headline Partner

**US\$250,000**

- Top Tier branding visibility in association with World Species Congress across all promotional materials and sessions
- Working with Congress planning team to prepare a 5 minute pre-recorded feature video aligned with the overall theme of the World Species Congress to be shown 4 times throughout the event, featured on the website, and shared via social media.
- Invitation to monthly Congress strategy calls to provide feedback and input
- Lead sponsor and logo recognition on Reverse the Red's ongoing webinar series (reaching ~500 professionals per session) through May 2024
- A virtual lunch and learn presentation for your staff and teams featuring multiple prominent species experts

### Event Partner

**US\$100,000**

- Branding visibility during each session transition
- Second tier brand visibility on website and other promotional materials
- Working with Congress planning team to prepare a 1 - 3 minute pre-recorded video aligned with the overall theme of the World Species Congress to be shown twice times throughout the event, featured on the website, and shared via social media.
- Invitation to monthly event strategy calls to provide feedback an calls
- A virtual lunch and learn presentation for your staff and teams featuring a prominent species expert

### Gold Sponsor

**US\$50,000**

- Branding visibility between regional program transitions
- Third tier brand visibility on website and other promotional materials
- Invitation to quarterly event planning calls to provide feedback and input into event and content
- A virtual Reverse the Red lunch and learn session with your staff

### Silver Sponsor

**US\$25,000**

- Branding visibility at beginning and end of each regional program
- Fourth tier brand visibility on website and other promotional materials
- Invitation to quarterly event planning calls to provide feedback and input into event and content



# Impact of Your Partnership

*Your partnership with the World Species Congress supports all the efforts of the Congress and the tens of thousands of critical connections that will be made as well as the ongoing work of Reverse the Red. The Congress itself exemplifies the tenets of Reverse the Red: to amplify and accelerate conservation impact through mobilizing national networks, measuring impact, celebrating success, and empowering communities. By partnering, you will be helping realize Reverse the Red's vision for a world in which species thrive.*

## Strengthening Your Brand and Reputation

You will be recognized and celebrated as a supporter and partner who is championing impactful conservation action. The World Species Congress will be a key forum to map out efforts accomplishing the Global Biodiversity Framework's Target 4 and the launch of a leading coalition.

## Gathering the World's Top Conservation Thinkers and Ideas

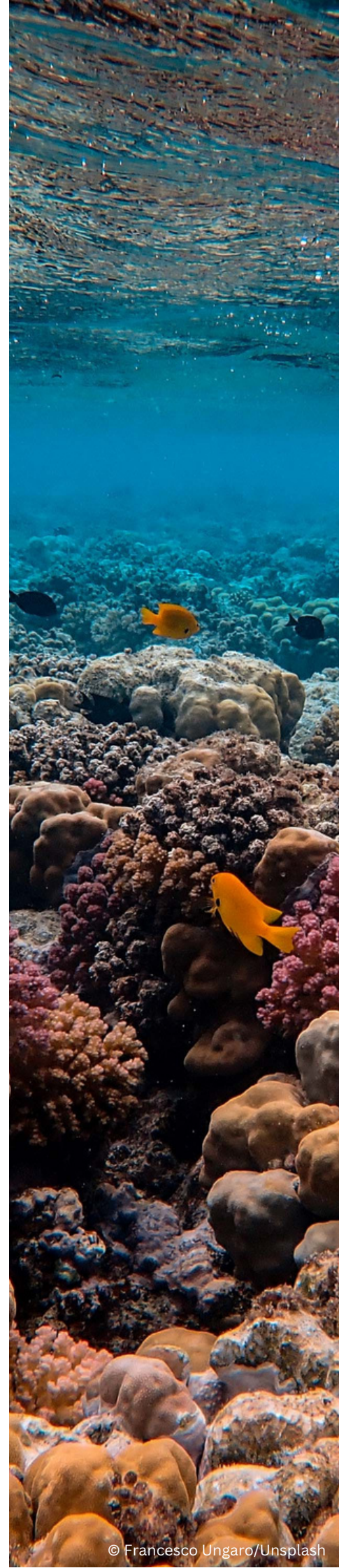
The speakers are a diverse group of brilliant thought leaders, who bring skills, tools, and experience to increase the overall capacity for successfully saving species.

## Creating an Accessible and Inclusive Event

This virtual, accessible and inclusive event will facilitate critical connections needed with individuals, NGOs, governments, species experts, and community conservation organisations, with staff at every level able to participate on a global scale.

## Shaping the Future of Conservation

The Congress will showcase the most successful strategies, tools, and tactics, to inspire and provide direct invitations for other organisations to take on these same practices. Embedding out-of-the box ideas around impact and stretching our vision of what's possible is key to the future of our efforts.



# Impact of Your Partnership

## Subsidising Satellite Events

The reach and impact of the World Conservation Congress expands through satellite events that bring government agencies, interested public, partners, and stakeholders together in important conversation. Including broader audiences through the creation and dissemination of logos, promotional materials, and activities engages a wide community of support.

## Expanding a Global Movement

The Congress is a major infusion of hope and strategy to the thousands of organisations and individuals responsible for efforts to save species from extinction and is an open invitation to communities, nations, and organisations looking to make a difference to join the global movement.

## Driving Conservation Success

Partnerships and knowledge sharing will reduce duplication, and increase the effective utilization of tools, assessments, and impact metrics. Your support will also drive Reverse the Red's ongoing presence, influence, and success on a global stage.

## Accelerating Impact

We are better together. We can save species but we need to increase the pace and scale of our efforts, which will only be accomplished when we can align our efforts together. The Congress will be inviting organizations and governments to reaffirm and make new commitments to species efforts.





**WAZA**  
*World Association  
of Zoos and Aquariums*



**San Diego Zoo  
Wildlife Alliance**



**BOTANIC  
GARDENS**  
CONSERVATION  
INTERNATIONAL



**Mike Clifford**

Reverse the Red Strategy Director  
[michael.clifford@reversethered.org](mailto:michael.clifford@reversethered.org)

**Dr. Kira Mileham**

IUCN SSC Strategic Partnership Director  
[kira.mileham@iucn.org](mailto:kira.mileham@iucn.org)

[www.reversethered.org](http://www.reversethered.org)