

Valuing our Life Support Systems 2014



BRITISH
LIBRARY

6th & 7th November
British Library
London

Sponsorship opportunities



www.naturalcapitalinitiative.org.uk

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6th & 7th November, British Library, London

A chance to shape the future of the
'natural capital' debate with a leading partnership

The **Natural Capital Initiative (NCI)** is a partnership between four leading UK science organisations: the Society of Biology, the British Ecological Society, the Centre for Ecology and Hydrology, and the James Hutton Institute. The **NCI's mission** is to support decision-making based on sound science that results in the sustainable management of our natural capital. It was set up in 2009, marked by the inaugural '**Valuing our Life Support Systems**' meeting which brought together leading decision-makers and influencers from across academia, policy, business, and civil society to identify the gaps and solutions in research, policy, and practice to achieve a healthful economy and environment.

At the time, the NCI was one of the first initiatives to be using the language of 'natural capital'. Since then, a growing number of influential activities have emerged across all sectors - from networks to research programmes, committees to coalitions. Meanwhile, the NCI has continued hosting workshops, seminars, and roundtables on relevant topics, including sustainable agriculture, cities, and health and wellbeing. The partnership brings recognised scientific expertise to these discussions, connecting key players and decision-makers, and shaping national debate. Most recently, in November 2013, the NCI convened two workshops as part of the first *World Forum on Natural Capital* in Edinburgh. The emerging hive of activity inspired by the natural capital concept is testament to the traction it has gained with a variety of audiences. The NCI is proud to have been part of initiating and building this development.

Five years later, we are holding our second '**Valuing our Life Support Systems**' summit, hosted by the British Library in London. On 6th & 7th November 2014 we will once again bring together 250 leading influencers from across academia, policy, business, and civil society from this enlarged community to assess gains made and further enable the valuing of natural capital in planning and decision-making. The **aims of the summit** are to:

- 1) Derive a common understanding of what natural capital really means;
- 2) Understand in plain language the natural and social science behind it;

- 3) Find ways in which sectors and initiatives can work together to apply it;
- 4) Identify ways of ensuring that practical responses have scientific rigour;
- 5) Communicate recommendations for ways forward across the sectors.

Looking beyond the summit, we are keen to build on our partnerships to collaboratively create opportunity for dialogue, identify solutions, and push the natural capital agenda forward with science-evidence at the core. We hope you will join us in shaping the future of the natural capital debate.

Sponsorship opportunities:

We are seeking sponsors for this event to help realise the core aims of the summit. We are offering the following choice of sponsorship packages:

CONTRIBUTING Sponsor (eight opportunities) £5,000 will benefit from:

- 1) **Positive brand exposure** – Contributing sponsor logos will be included on the event webpage (NB: the NCI website will be re-launched by summer 2014). Logos will link through to partner websites. The brand identity of NCI and its partners are well-recognised as a mark of integrity and excellence. Website visits combined are over 80,000 per month. Combined Twitter following is over 25,000. Logos will also be displayed at the conference on the official inter-sessional slides, displays and official programme.
- 2) **Up to two delegates attend the Summit** – Included in contributing sponsorship are two delegate places including dinner (worth c. £850).
- 3) **Opportunity to be part of a network of supporters for NCI's wider work** – Supporters will be offered the opportunity to develop an extended association as core NCI sponsors, being part of, and shaping, the continued growth of this important forum for dialogue and evidence-sharing over the coming years.

CORE Sponsor (four opportunities) £8,000 will benefit from **the above and:**

- 4) **Definition on website and promotional material as 'CORE' sponsor** – Core sponsors will be recognised for their contribution within their own defined category in promotional materials.
- 5) **Opportunity to include one piece of literature/marketing material in delegate packs** – Core sponsors will be able to include a relevant piece of short printed material in the packs given to delegates at the event.

- 6) **Opportunity to exhibit and display a banner stand at the venue** – Core sponsors can have one exhibition space (table and banner) at the venue to showcase their relevant work.
- 7) **Up to three delegates attend the Summit** – Included in core sponsorship is an additional delegate place (three in total) including dinner (worth c.£1300), where Core sponsors will be seated with other senior contributors.
- 8) **Support of NCI annual review** – Core sponsors will be acknowledged on our NCI Annual Review publication – a leading synthesis of the latest scientific evidence on a natural-capital theme – and related launch events. To be published 2015.

LEADING Sponsor (two opportunities) £12,000 will benefit from **the above and:**

- 9) **Definition on website and promotional material as 'LEADING' sponsor** - Leading sponsors will be recognised for their contribution within their own defined category in all promotional materials.
- 10) **VIP networking** – NCI will help to facilitate networking opportunities with senior individuals for leading sponsors at the summit, including seating at dinner on the VIP Head Table.
- 11) **NCI Roundtables** – Leading sponsors are invited to be involved in an NCI-facilitated roundtable (invite-only, cross-sector events) on a relevant topic within the year following the Summit.

We welcome further discussion on our sponsorship packages and bespoke opportunities, including about our 'Friends and Family' sponsorship option at £2,000. Although not part of the sponsorship offer, we also welcome suggestions and ideas for session themes and speakers as we are keen to co-design the event. NB: NCI reserves the right to decide on the final programme. For enquiries, please contact Irma Allen, NCI Development Officer: irma@britishecologicalsociety.org Tel: +44 (0)20 7685 2518

More about NCI:

The **NCI's mission** is to support decision-making based on sound science that results in the sustainable management of our natural capital. We do this by:

- initiating and facilitating dialogue between academic, policy, business and civil society decision-makers to find shared solutions and approaches; and
- communicating independent, authoritative synthesis and evaluation of the scientific evidence base.

Our aim is to be the UK's leading forum for decision-makers from academia, business, policy and civil society to engage in meaningful dialogue on how to embed natural capital thinking in policy and practice based on the best available evidence from across the natural and social sciences.

Our people: NCI was set up and is overseen by a Secretariat composed of key individuals from our partner organisations, including leading scientists and policy-influencers:



Professor Rosemary Hails, *Science Director for Biodiversity and Ecosystem Science, Centre for Ecology and Hydrology; Committee member of the Natural Capital Committee.*



Professor Alison Hester, *Research Theme Leader for Safeguarding Natural Capital, James Hutton Institute.*



Dr. Laura Bellingan, *Director of Science Policy, Society of Biology.*



Ms. Ceri Margerison, *Policy Manager, British Ecological Society*

We also have a Steering Group of 13 senior and influential individuals from across the sectors who guide our work. For more information about the Natural Capital Initiative, please visit our website: www.naturalcapitalinitiative.org.uk

We look forward to working with you.