Factsheet
Cool Forests Conference & Cool Forest Ambassador Initiative

What?
Over 200 global leading scientists from around 30 countries, including China, USA, Canada, Sweden, Finland and Austria invite decision-makers from policy, business and civil society to discuss future pathways to maintain and sustainably manage and use the critical ecosystem services of cool forests, the world's largest terrestrial ecosystem – for people, bioeconomy and our climate.

When and where?
17 - 20 September 2018, IIASA and Conference Center Laxenburg (near Vienna), Austria

Organizers
IIASA - International Institute for Applied Systems Analysis, IBFRA - International Boreal Forest Research Society, IUFRO - International Union of Forest Research Organizations, PEEX - Pan-Eurasian Experiment

Program
Every day: Scientific sessions, posters, space for dialogue and exchange of insights etc.
Mon. 17.9.2018 Kick-Off & Science: Welcome, sessions
Tue 18.9.2018 Science & Outdoors: Excursion to eastern Alps, Schneeberg
Wed. 19.9.2018 Stakeholders & Dialogue: Science meets Stakeholders, media event, Cool Forest Ambassador signing, Cool Forest Ambassador Ball and Dinner, accompanied by members of the Vienna Philharmonic Orchestra and wine tasting
Do. 20.9.2018 Future & Action: Successful communication and cooperation

Participation opportunities for stakeholders and sponsors
• Sponsoring (various sponsoring packages and opportunities)
• Discussions with media, press release (for patronage and gold sponsors)
• Keynote (limited)
• Participation in the media event of the Cool Forest Ambassadors
• Participation in the multi-stakeholder dialogue (limited)
• Participation in the excursion to Schneeberg
• Host of the Cool Forest Ambassador Dinner and/or Ball
• Invitation to wine tasting
• Prominent positioning through all relevant communication channels prior and during the event.

Become an Ambassador for Cool Forests and champion to:

✓ Raise awareness of the critical role of boreal and mountain forest ecosystems for people, bioeconomy, and climate
✓ Support further research to identify future pathways for policy, industry, and society
✓ Join the initiative led by the International Boreal Forest Research Association (IBFRA), the International Institute for Applied Systems Analysis (IIASA), the Pan-Eurasian Experiment (PEEX), and the International Union of Forest Research Organizations (IUFRO)

Register as Cool Forest Ambassador at: www.ibfra18.org/ambassadors

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