



# 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	<b>Kick-Off &amp; Science:</b> Welcome, sessions
Tue 18.9.2018	<b>Science &amp; Outdoors:</b> Excursion to eastern Alps, Schneeberg
Wed. 19.9.2018	<b>Stakeholders &amp; Dialogue:</b> 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	<b>Future &amp; Action:</b> 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](http://www.ibfra18.org/ambassadors)

