



IUCN
WORLD PARKS
CONGRESS
SYDNEY 2014

Inspiring a new generation: Stream 8

IUCN World Parks Congress 2014, 12-19 November, Sydney Olympic Park Australia

The IUCN World Parks Congress is now less than two weeks away! The Stream 8 team invites you to join us for an innovative, thought-provoking, and vibrant programme. Inspire and be inspired by a new generation...

Networking for nature: the future is cool – with Google, Catlin Seaview, and others

15 November – 8:30 to 10:00 – Hall 4B2

Showcasing game-changing initiatives that use new technologies to inspire discovery and connection to nature. This plenary session will be a forward looking multi-media event, challenging us to think creatively about how to use technology as a positive force for change. Featuring Sylvia Earle and Mission Blue, Catlin Seaview Survey and Google, Oceana, & SkyTruth, along with leading young marine professionals.

Breaking down the walls: inspiring life-long connections to parks

14 November – 13:30 to 15:00 – Hall 4B2

Featuring Ed Gillespie, Catriona Wallace and other leading thinkers in branding, marketing, and communications. This plenary session focuses on the customer journey, highlighting the ways we can inspire the next generation to experience nature, creating memorable and meaningful connections that enable life-long relationships with nature.

Strange bedfellows: novel alliances for protected areas

17 November – 8:30 to 10:00 – Hall 4B2

Innovative examples of, and approaches for, partnering with individuals and organizations outside the conservation community to inspire connections with and support for parks and protected areas, with representatives of Air New Zealand, Project Ocean, the International Olympic Committee, and others.

Stream 8 *Inspiring a New Generation* invites you to join us at the **Canadian Parks Council** sponsored



Inspiration Room HALL 4B2

Inspiring solutions from around the world for connecting a new generation to nature, parks, and protected areas, through technology

- Canadian Parks Council Inspiration Room open daily 7:00 - 20:00
- Enhance your social media skills Congress Event, Friday Nov 14 at 18:00
- Tech Zone marketplace Congress Event, Saturday Nov 15 at 12:00



SPECIAL INVITATION

Join us Monday Nov 17, 18:00 for the **Canadian Wildlife Federation's Legacy Lounge**. A social evening of legacy planning, networking, and a selection of inspiring films. Light refreshments will be served.



Parks Canada

