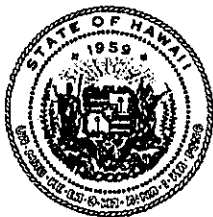


DAVID Y. IGE  
GOVERNOR OF  
HAWAII



STATE OF HAWAII  
DEPARTMENT OF LAND AND NATURAL RESOURCES

POST OFFICE BOX 621  
HONOLULU, HAWAII 96809

SUZANNE D. CASE  
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FIRST DEPUTY

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DEPUTY DIRECTOR - WATER

AQUATIC RESOURCES  
BOATING AND OCEAN RECREATION  
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CONSERVATION AND COASTAL LANDS  
CONSERVATION AND RESOURCES ENFORCEMENT  
ENGINEERING  
FORESTRY AND WILDLIFE  
HISTORIC PRESERVATION  
KAHOOLAWE ISLAND RESERVE COMMISSION  
LAND  
STATE PARKS

April 7, 2017

**DEPT. COMM. NO. 367**

The Honorable Ronald D. Kouchi,  
President  
and Members of the Senate  
Twenty-Ninth State Legislature  
State Capitol, Room 409  
Honolulu, Hawaii 96813

The Honorable Joseph M. Souki, Speaker  
and Members of the House of  
Representatives  
Twenty-Ninth State Legislature  
State Capitol, Room 431  
Honolulu, Hawaii 96813

Dear President Kouchi, Speaker Souki, and Members of the Legislature:

Thank you for your support of the 2016 IUCN World Conservation Congress.

For your information and consideration, I am transmitting a copy of the 2016 IUCN World Conservation Congress Closing Report.

The report may be viewed electronically at <http://dlnr.hawaii.gov/reports/>.

Sincerely,

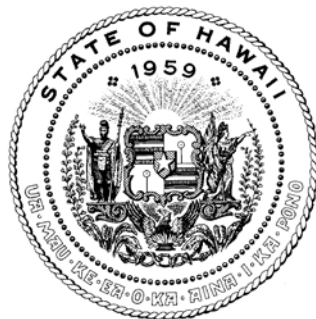
A handwritten signature in black ink, appearing to read "Suzanne D. Case".

SUZANNE D. CASE, Chair  
Board of Land and Natural Resources

Enclosure

Report to the Twenty-Ninth Legislature  
2017 Regular Session

**THE 2016 IUCN WORLD CONSERVATION CONGRESS  
CLOSING REPORT**



Forwarded by the  
Department of Land and Natural Resources  
State of Hawai‘i

Prepared by the  
WCC National Host Committee / Hawai‘i 2016

APRIL 2017



IUCN  
World  
Conservation  
Congress  
Hawai'i 2016



IUCN World Conservation Congress  
Planet at the Crossroads  
September 1 – 10, 2016

Closing Report  
Prepared for  
WCC National Host Committee/Hawai'i 2016

March 31, 2017

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# I. OVERVIEW

From Sept. 1-10, 2016, the United States hosted its first **International Union for Conservation of Nature (IUCN) World Conservation Congress** (the Congress) in Honolulu, Hawai'i.

IUCN has become the world's leading environmental and conservation organization, with more than 1,200 government and nongovernment members across 185 nations worldwide. Every four years, the IUCN hosts the Congress, which has been held for more than 60 years, bringing together the world's foremost environmentalists and conservationists.

The opportunity for Hawai'i to be the first State in the U.S. to host this prestigious conference, was an ideal fit with Hawai'i's commitment to sustainability, its treasured natural resources, and rich cultural and ecological assets. Hawai'i had proven its ability to host a significant international conference that attracted world leaders, following the successful Asia-Pacific Economic Cooperation (APEC) in 2011 held in Honolulu.

In May 2014, the IUCN announced that Hawai'i would be the site for the 2016 IUCN World Conservation Congress. The following year, a National Host Committee was formed to assist Hawai'i in hosting the Congress and to take a leadership role in supporting the efforts of IUCN and the Congress. The Host Committee was comprised of local business leaders, government officials, and environmentalists.

The 2016 IUCN World Conservation Congress in Hawai'i attracted more than 10,000 attendees from 180 countries including heads of state and government officials. This was the highest attendance in IUCN's history.

Days prior to the start of the Congress, President Barack Obama announced the expansion of the Papahānaumokuākea Marine National Monument, the largest fully protected conservation area in the U.S. just north of the Hawaiian Islands.

The National Host Committee also provided opportunities to engage Hawai'i's local community statewide. Through the Congress, the State of Hawai'i contributed to the "Hawai'i Commitments" outcome of the congress via resolutions relating to conservation and sustainability. The six goals relating to a culture of conservation, the challenges of the planet, preservation of the ocean, wildlife trafficking, private sector engagement, and climate change, will be revisited in connection with the 2020 Congress. At the Congress opening, Governor David Ige launched the Sustainable Hawaii Initiative commitments to protect Hawai'i's watersheds and restore its reefs, and pursue aggressive goals for biosecurity, local food production and renewable energy.

## II. HISTORY

### International Union for the Conservation of Nature (IUCN)

The **International Union for the Conservation of Nature (IUCN)** is the world's oldest and largest global environmental organization, with more than 1,200 government and non-government organization members from 180 countries.

IUCN's mission is to influence, encourage and assist societies throughout the world to conserve the integrity and diversity of nature and to ensure the equitable and ecologically sustainable use of natural and cultural resources.

Every four years, IUCN hosts the **World Conservation Congress (Congress)** —the largest and most inclusive nature conservation forum in the world. The Congress hosts thousands of participants from around the world to discuss, debate and decide on the most important environmental and development issues and policy.

In 2008, a small group of conservationists from Hawai'i traveled to Barcelona, Spain to attend the 2008 IUCN World Conservation Congress. Having witnessed the positive benefits of the Congress, the group returned to Hawai'i dreaming of the opportunity to host such a major conservation event. The small and passionate team knew the Congress could shine the light on the conservation challenges in Hawai'i and elevate Hawai'i's efforts onto the global conservation stage.

Post-Barcelona, the Hawai'i working group felt that Hawai'i should explore the opportunity to bid to host the Congress. They believed that with the support of U.S. Senators Inouye and Akaka, coupled with the challenges in conservation, heightened issues with global warming and climate change and that the Congress has never been held in the U.S. would provide them with a strong case for winning the bid.

In addition, coming off the success of APEC, a Convention Center with a strong team that had worked in securing major events to Hawai'i seemed to have the right alignment, assets and a political desire to pursue hosting of the 2016 Congress.

The success of APEC built the confidence that Hawai'i could engage, promote and manage large international conferences.

In the 60-year history of the IUCN, the United States had never hosted the World Conservation Congress. In 2016, Honolulu became the first U.S. city to welcome 10,000 attendees for an event-packed ten days of the IUCN Congress Forum and Member's Assembly. Participation from the host country and youth community was higher than any previous Congress.

The National Host Committee for the 2016 World Conservation Congress, in collaboration and support from the U.S. Department of State, State of Hawai'i, and the numerous public and private partnerships, provided the logistical and financial support to ensure the success of implementing a world-class conservation event.

Hawai'i is one of the most culturally and ecologically rich areas in the United States, with a wealth of unique natural resources and iconic traditional culture. Hawai'i is a microcosm of global bio cultural conservation challenges.

Through the efforts of **Christopher Dunn**, who then was the director at the Lyon Arboretum; **Chipper Wichman**, president and CEO of the National Tropical Botanical Gardens; and **Penny Levin**, a passionate conservationist based on Maui, a small working group began to explore the process of securing the Congress for Hawai'i.

The first step was to engage professionals who had organized and hosted meetings with comparable magnitude and complexities.

In 2002, the concept of attracting significant conferences to Hawai'i had become a focal point for the Hawai'i Convention Center and Hawai'i's visitor industry. The strategies and assets were developed and organized by the management team at the Convention Center. The challenges of attracting and booking large meetings to a destination that was most famous for its "sun, sand and surf," needed a strategy to help organizations overcome internal objections when Hawai'i was proposed as a destination.

By 2008, the programs, personnel, collateral and assets to provide support this strategy were in place and had already proven successful.

Programs such as RFP development, soliciting support for local advocates with conference organizations, government support, attendance building, and marketing support were all in place and working.

In 2011, the Asia Pacific Economic Cooperation (APEC) emerged as the most significant Hawaii convention event that took advantage of the Hawaii Convention Center "Global Outreach" program.

As the Hawai'i working group continued its efforts to secure the Congress in Hawai'i, the APEC event became proof positive and validated that Hawai'i was an ideal destination to host large international meetings.

The common feature of these two events was the cooperation from the U.S. Department of State and State of Hawai'i. Without logistical and financial support, and strong public and private partnerships, these events would not be possible.

The Hawai'i's visitor industry partners, the State, Hawai'i Visitors and Convention Bureau, the Hawai'i Tourism Authority and many others were seamlessly activated and were ready to accommodate and provide services to attract large, socially significant meetings to Hawai'i.

Global conferences in Hawaii like the World Conservation Congress and APEC continue to demonstrate and secure Hawai'i's position as an ideal place where East and West can meet and collaborate on global issues.

To change the perception that Hawai'i is more than a leisure destination, requires positive results from events like APEC and the Congress. Both global events, when held in Hawai'i, were implemented and executed with a high degree of success. They both drew higher attendance, and broader participation than predicted, delivered effectively managed security and public safety, garnered strong community support, provided a broad range of accommodations for delegates and secured a significant level of local, national and international media coverage that helped to surpass the organizers expectations and goals.

## Key Points to the Success of the World Conservation Congress:

- The effort to secure the Congress in Hawai'i started in 2008, eight years of planning and development went into executing a successful event;
- The date Congress confirmed, September 2016, was projected to be a slow year for major convention events in Hawai'i;
- The Hawaii State legislature provided critical financial support, both initially and in the final year of planning and implementation;
- Federal Logistics Support was provided by the U.S. Department of State / Office of Consular Affairs (visas);
- Strong, well planned and coordinated public safety support was provided by federal, state and local law enforcement;
- Well installed services and hospitality expertise instilled confidence from IUCN;
- The Office of Hawaiian Affairs and Kamehameha Schools supported the congress;
- Presentations and positive response from Neighborhood Boards;
- Conservation focused field trips were offered on all islands;
- Delegates were encouraged travel to the neighbor islands;
- Extensive collaborative program development over several years established Hawaiian conservation and cultural themes that resonated with global attendees;
- Strong fiscal management and oversight by the Host Committee resulted in a quality conference organization and services; significantly under budget.



## **WCC NATIONAL HOST COMMITTEE / HAWAI'I 2016**

The National Host Committee was organized as a Hawai'i non-profit corporation to support State in carrying out its financial and legal commitments as a "host State" for the World Conservation Congress under a Hosting Agreement signed in 2014 between the State of Hawai'i and the IUCN (the "Hosting Agreement").

The governance and organizational structure of the National Host Committee was set up similarly to the structure formed for the Hawai'i Host Committee for Asia Pacific Economic Cooperation (APEC). The National Host Committee was governed by a volunteer board of directors and operated through committees and working groups. The National Host Committee members were comprised of 17 representatives from public, private and NGO organizations:

### **Honorary Co-Chair**

**The Honorable Daniel K. Akaka**, U.S. Senator, Retired

**Thomas Lovejoy**, Professor, Department of Environmental Science and Policy, George Mason University

### **Honorary Members**

**Enrique J. Lahmann, Ph.D.**, Global Director – Union Development Group Director, IUCN Constituency Support Group

**Laura Bowen Wills**, Director, Office of Major Events and Conferences Staff – U.S. Department of State

### **Voting Members**

**Timothy E. Johns (Chair)**

Chief Consumer Officer, Hawaii Medical Services Association

**Charles "Chipper" Wichman, Jr. (Vice Chair)**

President & CEO, National Tropical Botanical Gardens

**William J. Aila**, Deputy Chair, Hawaii Department of Hawaiian Homelands

**Suzanne Case**, Chair, Department of Land and Natural Resources

**Blair Collis**

**Celeste Connors**, Executive Director, Green Growth Hawaii

**Kamana'opono M. Crabbe**, Ph.D, CEO, Office of Hawaiian Affairs

**Christopher P. Dunn**, Ph.D, Executive Director, Cornell Botanic Gardens

**Linda Lee Kuuleilani "Cissy" Farm**, President & CEO, Bernice Pauahi Bishop Museum

**Peter S. Ho**, Chairman, President & CEO, Bank of Hawai'i

**David Lassner**, Ph.D, President, University of Hawai'i

**Mike McCartney**, Chief of Staff, Office of the Governor, State of Hawai'i

**Charles E. Morrison**, Ph.D, President, East-West Center

**George Szigeti**, President & CEO, Hawai'i Tourism Authority

### **Committees and Working Groups**

The board of the directors of the Host Committee formed volunteer committees to develop and advise the Board on initiatives and coordination of World Conservation Congress themes that emanate from Hawai'i conservation efforts. The committees were:

<b>Committee</b>	<b>Chair</b>	<b>Primary Function</b>
Executive	Timothy E. Johns	Oversight/Policy/Government
Budget & Finance	Lloyd Unebasami	Budget and Finance Oversight/Budget/Fundraising
Program	Suzanne Case	Program / Opportunity development/Excursions and field programs/Integration of program opportunity with the Hawai'i experience
Hospitality	Pohai Ryan	Delegate Experience – Statewide
Culture	Kamana'opono Crabbe	Protocol / Culture / Cultural Sessions
Communications and Outreach	Staff Managed	Marketing Materials and Communications
Neighbor Islands	John De Fries	Coordination of all island participation and benefit for each island.
Legacy	Celeste Connors	Establish roadmaps for activities and action post-Congress
Fundraising Working Group	Beth Lum	Fundraising

## Expectations and Outcomes

The World Conservation Congress would be the largest conservation convention ever held in the United States.

### Results

- 1,380 sessions  
More than 10,000 participants from 180 countries  
121 Resolutions, Recommendations and other Decisions
- **High-level participation**  
6 heads of government  
8 heads of international organizations and multilateral conventions  
13 national ministers  
22 heads of national agencies
- **An inclusive and powerful Union**  
843 Member organizations accredited to vote  
129 Government Members  
704 NGO Members  
142 countries represented  
552 delegates from low & middle income countries
- **The world was watching**  
39 press conferences  
388 registered journalists on site  
21,000 news media articles about the Congress throughout the event  
75 million people potential social media reach  
30,000+ people directly engaged via Twitter and Facebook  
*#IUCNcongress* hashtag trended on Twitter in at least five countries

## Major outcomes

- The Hawai'i Commitments – global conservation commitments of the IUCN Congress, including nine resolutions submitted by Hawai'i members
- Launch of the Coalition for Private Investment in Conservation (CPIC), a multi-stakeholder coalition to help fund conservation
- An ambitious new partnership between eleven leading conservation organizations with more than US\$15 million in commitments to identify, map, monitor and conserve Key Biodiversity Areas
- IUCN Members decided to create a new category of IUCN membership for Indigenous peoples' organizations

## Major announcements

- President Obama announced the expansion of Papahānaumokuākea Marine National Monument on the eve of the Congress
- Mexico announced that all Mexican islands will be protected areas by 2017
- National Geographic Society will grant US\$10 million for conservation work in the Okavango Delta
- Mission Blue and IUCN announced fourteen new ocean Hope Spots
- Two new commitments to the Bonn Challenge brought the world closer to its goal of restoring 150 million hectares of degraded forest lands by 2020 and 350 million by 2030
- Governor Ige announced the ***Sustainable Hawaii Initiative*** through commitments to protect its watersheds and restore its reefs, and pursuing aggressive goals for biosecurity, local food production and renewable energy
- U.S. Department of Interior announced a partnership to provide mentorship, advice, and expertise to young professionals working in conservation around the world

## New science and tools

- An updated IUCN Red List of Threatened Species™ shows improvement in Giant Panda numbers and increased risk for the Eastern Gorilla
- Explaining ocean warming: Causes, scale, effects and consequences
- Policy Matters: Certification and biodiversity - How voluntary certification standards impact biodiversity and human livelihoods
- Protected Planet Report 2016
- FAO Technical Guide *Improving Governance of Pastoral Lands: Implementing the Voluntary Guidelines on Responsible Governance*
- The Forest Community Fingerprint (FCF) methodology
- The Restoration Opportunity Optimization Tool (ROOT)

## Business at Congress

- Launch of the Coalition for Private Investment in Conservation (CPIC), a multi-stakeholder coalition to help fund conservation
- Hawai'i launch of the Natural Capital Protocol and Sector Guides, a framework to measure and value business impacts and dependency on nature
- 117 sessions dedicated to business and nature
- 30 motions approved directly related to business

### **Engaging next generations**

- More than 1,500 youth from 29 countries participated in youth activities at Congress
- More than 1,000 students from 54 schools participated in *Student's Day*
- 110 partners joined forces behind *#NatureForAll*
- Over 1,300 registered participants under 35 years old
- 80 sessions dedicated to, or organized by young professionals
- U.S. Department of Interior announced a partnership to provide mentorship, advice, and expertise to young conservation professionals around the world
- IUCN Members approved motions promoting environmental education and supporting *#NatureForAll*
- IUCN released a new Conservation Curriculum Sourcebook for teachers

### **A Green Congress**

- 100% of onsite carbon emissions and emissions from IUCN-paid travel mitigated
- 100% recyclable exhibitions, pavilions and lounges
- 62% of all food (90% of vegetarian food) sourced locally
- 50% of waste recycled or composted
- 1<sup>st</sup> conference to be awarded Hawai'i Green Business certification
- Earned ISO20121 certification as a sustainable event

### III. BACKGROUND

In 2008, the IUCN World Conservation Congress was held in Barcelona, Spain. Among the 6,500 attendees were a handful of conservationists from Hawai'i. Upon their return to the islands, a small group convened to discuss opportunities for Hawai'i to one-day host this major conservation event.

Through the collective energy of many visionary individuals, including, the U.S. Department of State and President Barack Obama, Hawai'i's bid to host the 2016 World Conservation Congress moved forward.

From 2008 to 2012, a steady effort to engage IUCN and the U.S. Department of State lead to the U.S. and Hawai'i to submit a formal proposal to host the World Conservation Congress – 2016. And in May 2014, Hawai'i was selected as the host site for the 2016 WCC. What started as a pipe dream, became reality.

#### Chronology of the Effort

2008	WCC / Barcelona, Spain
2008- 2012	Hawai'i Effort with Hawai'i Congressional Team Worked with Department of State – OES
2012	WCC / Jeju, Korea Hawai'i Delegation promotes Hawai'i for WCC 2016.
2013	July-Proposal to Host Submitted to IUCN
2014	February - Site and Selection Team Visit to Hawai'i May - Hawai'i was announced as the site for the 2016 WCC
2015	National Host Committee established to support the State of Hawaii's commitment to host the WCC
2016	September 1, Opening Ceremony at the Neal Blaisdell Center started the 2016 IUCN World Conservation Congress  President Obama announces the expansion of the Papahānaumokuākea marine national monument  The 2016 IUCN World Conservation Congress establishes the Hawai'i Commitments which sets the targets for IUCN's conservation efforts from 2016 to 2020.

## **INTERNATIONAL UNION FOR CONSERVATION OF NATURE (IUCN)**

**IUCN's mission** is to influence, encourage and assist societies throughout the world to conserve the integrity and diversity of nature and to ensure that any use of natural resources is equitable and ecologically sustainable.

IUCN is the world's oldest and largest global environmental organization, with more than 1,200 government and non-government organization members, including 88 states, and almost 15,000 volunteer experts organized in six Commissions in some 180 countries. IUCN's headquarters are located in Gland, Switzerland, a central European location point for global discussions

### **WORLD CONSERVATION CONGRESS**

The IUCN World Conservation Congress (the Congress) is the world's largest and most inclusive nature conservation forum. Held every four years, the Congress encourages member organizations to improve their management of the natural and cultural environment for human, social and economic well-being.

The Congress has hosted 6,000 to 8,000 delegates from around the world to discuss, debate and decide on environmental and development issues and policy. IUCN's mission is to influence, encourage and assist societies throughout the world to conserve the integrity and diversity of nature and to ensure that any use of natural and cultural resources is equitable and ecologically sustainable.

### **United States Participation in the Congress**

In the 60 plus year history of the IUCN, the U.S. has never hosted the Congress, yet the U.S. has embraced the mission of the IUCN since its inception in 1948. Presently, six federal agencies are IUCN members. Priorities and mandates for these agencies are determined by the President of the United States.

The hosting of the IUCN World Conservation Congress in the U.S. would be in alignment with the Obama Administration's leadership role in global conservation and environmental issues, including:

1. **Global Climate Change (GCC)**
2. **Ocean Stewardship and Marine Initiatives**
3. **America's Great Outdoors Initiative**

### **Hawai'i. The Winning Bid**

Strong public-private partnerships were essential to securing the 2016 WCC in Hawai'i. The U.S. State Department agreed to support Hawai'i's bid on the condition that Hawai'i would be responsible for meeting the financial and operational requirements of the IUCN. The U.S. Department of State provide access and coordination with federal agencies and established a working group for the federal partners under OES led by Christine Dawson.

The State of Hawai'i championed this effort and partnered with the private sector, corporate and nonprofit community to secure the financial and human resources needed to ensure the success of the Congress.

A total of eight locations expressed interest in hosting the 2016 WCC. In addition to Hawai'i, the other locations included Abu Dhabi (UAE); Hungary, Istanbul (Turkey), Liverpool (U.K.), Northern Ireland (U.K.), Panama, and Rio de Janeiro (Brazil). Each of these locations then worked to prepare a competitive bid based on the very rigorous standards established by the IUCN.

The competitive field was narrowed to two finalists: Hawai'i and Istanbul. Both locations put all of their available resources on the table in hopes of making their location the most competitive.

In 2014, then Governor Neil Abercrombie appointed the Department of Land and Natural Resources (DLNR) to be the lead agency in negotiating with IUCN and in May 2014, Hawai'i successfully won the bid to host the 2016 WCC.

### **Hawai'i. The Ideal Host**

A key point that made Hawai'i destination of choice was the Hawaiian Islands ability to showcase the nation's diversity in nature, culture, conservation and sustainability through the synthesis of traditional wisdom and knowledge.

An extraordinary assemblage of more than 28,000 native plants and animals, 90 percent of which is endemic, makes the Hawaiian Islands one of world's most ecologically diverse locations. Nearly 28 percent of all threatened and endangered species in the U.S. are exclusively found in the Hawaiian Islands. The vulnerability of its unique natural resources makes Hawai'i a microcosm for the practice and science of global bio cultural conservation challenges and an ideal host venue for WCC.

The Hawaiian Archipelago exemplifies America's commitment to global environmental conservation in the following:

**World Heritage Sites and Biosphere Reserves** – The Hawaiian Islands are home to two World Heritage Sites and a biosphere reserve:

- Papahānaumokuākea Marine National Monument
- Hawai'i Volcanoes National Park
- Hawaiian Islands Biosphere Reserve

**Island Ecosystem Conservation** – Due to their isolation, the island ecosystems of the Pacific Region are exceedingly vulnerable to habitat degradation, introduction of invasive species, and GCC.

**Cultural Initiatives** – In Hawai'i, the resurgence of a distinct cultural identity that draws upon traditional kānaka maoli (native Hawaiians) culture is currently being undertaken by organizations and individuals of Hawaiian and non-Hawaiian ancestry.

**Renewable Energy Initiatives** – The Hawai'i Clean Energy Initiative (HCEI) is an unprecedented effort to transform the entire Hawai'i economy from getting 95 percent



of its energy from imported oil to meeting the state's energy needs from 70 percent clean energy (primarily indigenous renewable and efficiency) by 2030.

**Pacific Identity** – The Hawaiian Islands bridge the gap between the U.S. and the Asia Pacific Region, which include significant U.S. interests. Holding the 2016 WCC in Hawai'i will address issues of the Asia Pacific Region and beyond, an integral part of global politics and security.

**Strategic Location** – Honolulu, Hawai'i's location in the center of the Pacific offers the IUCN a sophisticated venue within the heart of one of the world's richest cultural and ecological regions – melding the economies and cultures of East and West. Hawai'i has an impressive selection of world-class resorts statewide and state-of-the-art meeting venues that can accommodate up to 30,000 convention delegates. Topping the state's meeting infrastructure is the award-winning Hawai'i Convention Center, a spectacular open-air structure combining the latest in high-tech advances with an authentic Hawaiian "sense of place."

## IV. OPPORTUNITIES

Since the opening of the Hawai'i Convention Center, the opportunity to host large city wide conferences and congress became a reality, although the Center had been host to larger events, the World Conservation Congress could be framed as the most complex due to its participation from more than 180 countries. Cultural, language, social and food services would converge on the State, City, hotels, the Convention Center and the neighbor islands.

In 2011, Hawai'i hosted the Asia-Pacific Economic Cooperation (APEC), in many ways, APEC established the capacity for Hawai'i to host international gatherings with global leaders.

In fact, when bidding for the 2016 IUCN World Conservation Congress, the APEC experience provided the positive proof of performance. Issues such as traffic management, dignitary security, VIP and VVIP management, high speed internet capacity at the hotels, and the Center we tested and delivered.

Focus on a well-operated event, hotel services and hospitality were key part of the APEC success, which we would deliver upon at a very high level. With a level of confidence, the next question was how was the State and the U.S. going to benefit, or, the **OPPORTUNITY**.

The OPPORTUNITY came in multiple forms -- build capacity , build awareness, get the community involved, engage local philanthropic organizations , engage the schools, engage youth development and conservation leadership, get leadership in the state on board and finally, learn from the body of knowledge that was in Hawai'i for the 2016 WCC.

The Congress brought numerous opportunities to engage the Hawai'i community. Through the National Host Committee's Program Committee, there were many opportunities for partners to participate in the Call for Contributions and pre- and post- excursions.

More than 1,200 submissions were received from Hawai'i organizations with 76 selected to be a part of the Congress. There was also ample opportunity during the Congress to be involved in sessions unique to individual interests. Sessions in particular interest to local participants included:

- The Congress offered special one- and two-day fees for Hawai'i residents to encourage local residents to participate and engage. The admission to exhibit and pavilions were free and opened to the public and were promoted as an opportunity to see what the world is doing to manage conservation.
- The Hawaii-Pacific Pavilion highlighted conservation challenges unique to Hawaii and the pacific region and provided a learning and networking space of local schools, organizations, state entities and their international counterparts.
- The program committee also worked with learning institutions such as the University of Hawai'i, Hawai'i Pacific University and the State of Hawai'i Department of Education to facilitate educational opportunities for Hawai'i and its communities.
- More than 1,000 Hawai'i students, ranging from elementary school through college, had the opportunity to participate in various events through the duration of the Congress.

## RESULTS

The Hosting Agreement defined the objectives and requirements for the State of Hawai'i to host the 2016 IUCN World Conservation Congress. Within the four corners of the document and the budget tie to the hosting agreement, as described by the delegates and the IUCN Global Directors comments, Hawai'i exceeded the expectations.

The key result areas for Hawai'i were:

- Attendance exceeded the Jeju registered delegate count;
- The Congress was hosted within the established budget;
- Public and private funds were raised to meet the established budget;
- Submissions exceed the Jeju submission of conservation subject matter papers;
- Global participation exceeded all prior Congresses; and
- Substantial youth engagement program was developed.

## V. OUTCOME & RESULTS

From the onset, the value in Hawai'i being considered as a host for the World Conservation Congress was recognized by the Hawaii Convention Center. The 8000+ participants and their families would bring the benefits of visitor spending, hotel occupancy and tax generation.

Under the Hosting Agreement, IUCN required that the destination have established convention services and pre- and post- extensions, all of which Hawai'i had in place, which made the 2016 IUCN World Conservation Congress a viable event to pursue. The State knew it had the capacity, infrastructure and reputation to deliver a well-managed Congress and provide the expertise and on the ground support to IUCN's Congress organizing team.

With the global conservation challenges coming to a crossroads and a very active local conservation community, the prospect of hosting the largest conservation meeting in the world, represented a once in a life time opportunity.

Hawai'i had something unique to offer by hosting the IUCN World Conservation Congress that would make it different from the previous World Conservation Congresses, the nexus between deep rooted cultural heritage that recognizes our tie to the environment and innovative scientific and on the ground conservation work.

The World Conservation Congress would be the most complex event Hawai'i's hospitality partners ever took on, due to the Congress's historically drawing participation from over a 180 countries for a convergence of culture, language and knowledge. The state, city, hotels, the Convention Center, visitor industry partners and the neighbor islands would benefit from a community of dedicated conservationists which would promote a culture of conservation and sustainability.

With a level of confidence, the next question was how the State and the U.S. would benefit. As a result of hosting the Congress, Hawai'i was able to:

- Build capacity for conservation
- Build awareness
- Generate community involvement
- Local philanthropic engagement
- Schools engagement and youth development in conservation leadership
- State leadership on board with a commitment to supporting future conservation efforts

Hawai'i's tourism industry was also able to reach beyond visitor spending and visitor tax generation. The industry took time to define their conservation practices and further their green programs and practices. As the international visitor market continues to grow, the industry took steps to advance their international visitor experience. The tourism industry also benefited from having this congress in a historically slow period. Another benefit was a chance to grow business in the eco-tourism market and meetings concerning the environment.

The Hosting Agreement signed by the State of Hawai'i and IUCN included a green moral code under which all aspects of the congress planning and execution were to be performed.

- Green Requirements
  - Convention Center
  - Hotels
  - Suppliers
  - Pavilion Materials
  - Single Use Plastic
  - Reusable
- Tour Activities
  - Conservation Focused
  - Marine Life engagement prohibition
  - Eco sensitivity
  - Highlighted indigenous hosted tours
- Environmentally Sensitive Materials and Ink
- Waste Management – Low Impact

### **RESULTS OF THE EVENT**

Through the 2016 World Conservation Congress's National Host Committee's Program Committee a great effort was made to incorporate the Hawai'i participation. This included the following activities and organizations:

- Call for Hawai'i Contributions for sessions in the Congress Program
- Pre- and post- conservation related excursions
- The Hawai'i Pavilion and exhibits from around the world
- Poster Sessions
- Expert speakers
- University of Hawai'i, online education/certification
- East West Center – Asia Pacific School Program
- State of Hawai'i Department of Education K-12
- KUPU (youth leadership development),
- Kokua Hawai'i – support to engage student interaction
- Native Hawaiian Hospitality Association (Culture Awareness)
- 'Olelo – community engagement and local coverage of events and congress sessions
- Hawai'i Conservation Alliance – Student Sponsorship (52 Students)
- Neighborhood outreach
- Honolulu Police Department – public safety and traffic management
- City and County, public communications support and Neighborhood Board Meetings

### **Community Engagement**

- The exhibits and pavilions were open to the public and the public could also register for the Forum part of the congress.
- Local Rates, one and two day rates: In an effort to encourage local participation, local rate categories and one or two day rates were established for those with limited time to participate
- Department of Land and Natural Resources participation. As part of the desire of IUCN and the National Host Committee, 800 one day passes were available to DLNR staff to engage in sessions that was of most importance to the staff.
- Legislator’s Participation. Passes we offered to the legislators to engage is sessions of significance.
- Neighborhood Board Presentations. Staff engaged with the community boards (McCully, Kaimukī, Nu‘uanu, Palolo and downtown) presenting what the congress was about and the impact to the communities in terms of traffic and security.
- Presentations to the conservation communities (with the help of the Hawaii Conservation Alliance) on Kaua‘i, Maui, O‘ahu and Hawai‘i Island.
- National Tropical Botanical Gardens – Workshops on Kaua‘i
- Maui Conservation Community – Conservation Workshops and week-long event.
- Media Interviews.
  - Think Tech Hawaii
  - Hawaii News Now (Morning Shows at the Hawai‘i Convention Center)
  - Honolulu Star-Advertiser
  - Pacific Business News

### **Youth Engagement**

- A number of educational and vocational experiences for developed for the congress. Partnerships with the East West Center, the University of Hawai‘i, Hawaii Conservation Alliance, KUPU, Kalani High School, Nānākuli High School, Waipahu High School, Punahou, Kamehameha and the Department of Education.
- Youth Day. Through KUPU and its working group, students’ day was extraordinarily successful. The initial target of 400 conservation minded students ballooned to over a 1,000. Students, teachers and the community joined to make it a high point of the congress.
- The Hawaii Conservation Alliance provided scholarships for 82 students from across the state.
- National Tropical Botanical Gardens (NTGB). The NTGB held a conservation day at the gardens, another great event that welcomed students from schools across Kauai and from Kauai
- Community College student participation
- Governor David Ige and First Lady Dawn Ige also participated in youth day. They spoke with more than 1,000 students to encourage students to be and get involved.

## Tourism

- Convention Center working group pushed September (historically a shoulder period for Waikīkī)
- The delegates were primarily international participants, which fit in the HTA Strategy of increasing international visitors. As we expected, families and friends joined the delegates and went to the neighboring islands for holiday and conservation activity.
- The mix of the visitor chose a wide range of accommodations, from budget to beach front accommodations; the delegates were able to find good and affordable accommodations.
- The length of stay. This congress was a long stay, September 1 - 10. Although the second half September 7 - 10 showed a decline of delegates at the congress, we know that many chose this time to go to the neighbor islands or extend in Waikīkī, as reported by the HTA, September 2016
- A highly successful congress to again prove Hawai'i's capacity for international meetings.

### HTA MCI (Meetings/Conventions and Incentives)

MCI: Total visitors who came to Hawai'i in September 2016 for meetings, conventions and incentives (MCI) doubled (+98.4% to 49,000) compared to the year prior. Convention visitors from U.S. East nearly tripled, while growth was also excellent from Japan (+83.6%), and U.S. West (+35.1%) to more than offset the decline from Canada (-21.6%). The 2016 IUCN World Conservation Congress, which was held in the United States for the first time, brought more than 9,000 delegates from 180 countries, including heads of state and government officials. The 2016 CPCU convention of insurance underwriters brought more than 11,000 delegates, with most coming from the mainland U.S. The Hawai'i Tourism Conference attracted over 2,000 attendees, nearly a quarter of whom were from out of state. In addition, incentive travel to Hawai'i almost doubled in the month of **September (+93.6% to 12,671)**. Year-to-date through September 2016, total MCI visitors increased (+3.2% to 384,121) from the same period last year.

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### **Submissions and Presentations**

- More than 1,200 submissions were received from Hawai'i organizations with 76 Hawai'i submissions were selected to be a part of the Congress.

### **Other Opportunities**

There was also ample opportunity during the Congress to be involved in sessions unique to individual interests. Session in particular interest to local participants included:

- Conservation campus
- Pavilion Workshops
- Day trips to conservation sites on O'ahu and neighbor island pre and post excursions

### **Sponsored Delegates**

A key part of the Hosting Agreement was the sponsoring of delegates from countries without financial capacity and with high need for education and peer engagement. The sponsored delegates would not be able to participate without the funding provided in partnership with IUCN. As many of these are the countries are at the forefront of environmental challenges they are also the group that could benefit most from the education, engagement and future contacts to help with their country needs.

### **The major key result areas for Hawai'i were:**

- Highest attendance in IUCN history
- Attendance, exceed the Jeju registered delegate count.
- Deliver the congress within the established budget
- Raise public and private funds to meet the established budget
- Exceed the Jeju submission of conservation subject matter papers
- Exceed global participation
- Develop a substantial youth engagement program

### **Economic Value**

The evaluation of economic value is assessed using methodology similar to that used for APEC. Other models previously used by the Hawai'i Convention Center considered were developed by a study by OmniTrak and the management company of the Center (SMG). The study concluded that the factors to determine economic value served as a good guide to estimating the overall value of the Congress.

Another more comprehensive assessment prepared for APEC used a model that included a wider range of elements that contribute to financial impact of the meeting.

Based on 10,000 conference attendees and support, work force, participants and visitor spending, the low side of the estimated value is \$62 million to \$74.5 million.



### **Global Media Coverage of 2016 WCC**

The Congress in Hawai'i generated more than 21,000 global articles in multiple languages, with over 40 percent of the coverage by U.S. media. Major publications covering the Congress included *The Economist*, *CNN International*, *The New York Times*, *The Washington Post*, *BBC*, *El Pais*, *Le Monde*, *Channel News Asia*, *der Spiegel*, as well as all major international newswires. The IUCN measured the success of the media coverage of the **2016 WCC in comparison to previous years and reported a ten-fold increase** in the number of IUCN mentions compared to the average in 2015.

According to the IUCN report, *"Media coverage of the IUCN WCC 2016 surpassed all expectations, both in terms of its quality and scope."*

- Social media content and engagement during the Congress exceeded expectation by reaching more than 75 million people. Of that total, more than 30,000 individuals directly engaged with IUCN via Twitter and Facebook. A recap from the Congress included:
  - 39 press conferences
  - 388 registered journalist onsite
  - 21,000 news media articles about the Congress throughout the even
  - Potential impact of social media reach was 75 million individuals
  - More than 30,000 people directly engaged via Twitter and Facebook
  - The hashtag *#IUCNcongress* trended on Twitter in at least five countries

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With the announcement of the expansion of marine preserve, Papahānaumokuākea by President Obama on Aug. 26, 2016, the Pacific Island Conference of Leaders Convening by and at the East-West Center, notables such as Sylvia Earle, Jane Goodale and Prince Albert all helped boost media exposure to a level beyond expectations.

### **Future Opportunities**

In 2020, when the Congress reconvenes, Hawai'i will be on stage again. IUCN will announce the impact from the Hawai'i Commitments, what has been accomplish and what will be said about the state of conservation since Hawai'i.

The announcements and goals by Governor David Ige, the accomplishments made and continued progress will all be examples of commitment and the courage it will take to fulfill the promises to the planet.

The Hawai'i Commitments will be the guide post and target for conservation in the state and globally. The Hawai'i Commitments included:

- Cultivation a culture of conservation
- Addressing the challenges of a planet at the crossroads
- The challenge of preserving the health of the world ocean
- The challenge of ending wildlife trafficking
- The challenge of engaging with the private sector
- The challenge of climate change

We will clearly need to choose and prioritize what should and can do within four years.

## VI. OBLIGATIONS

### Overview

In preparing an attractive and competitive bid to host a successful 2016 World Conservation Congress, and to take full advantage of numerous opportunities, the State of Hawaii underscored the commitments by local, state, and federal government agencies, in the form of financial, logistics, public safety, hospitality and travel support. After winning the bid, the State of Hawai'i committed to facilitating and providing on-site services and support necessary for hosting the Congress, by means of financial support and in-kind goods and services, provided directly by the State of Hawai'i or through third party contracts.

The State of Hawai'i's obligations for hosting the Congress is set forth in the Hosting Agreement between the State of Hawai'i and the International Union for Conservation of Nature and Natural Resources ("IUCN"). The Hosting Agreement was based on a Memorandum of Understanding between the State of Hawai'i, the Government of the United States, and the IUCN. Along with the budget, the Hosting Agreement defined the scope of work required for the Congress by IUCN.

### National Host Committee

To efficiently implement the Hosting Agreement, the working group decided to establish a National Host Committee to assist the State of Hawai'i in carrying out its obligations under the Hosting Agreement. In October 2014, a Hawai'i nonprofit organization was established as WCC National Host Committee / 2016 (the "Host Committee") in a structure similar to the Hawai'i Host Committee organized for the Asia-Pacific Economic Cooperation (APEC) held in Honolulu, Hawai'i in November 2011. The successful host committee structure, policies, and procedures created for APEC served as guidance for the State of Hawai'i to timely and cost-effectively perform its obligations under the Hosting Agreement.

### Hosting Agreement

The Hosting Agreement governed the terms and conditions for hosting the 2016 World Conservation Congress. Many of the required on-site services were a product of the IUCN's Congress experiences in previous venues: Barcelona, Spain and Jeju, Korea. The Hosting Agreement for the 2016 Congress reflects a balance of goals arising from cooperation between the host country and the IUCN.

As agreed with the U.S. Department of State, support from the Department of State would be in the area of visas, federal agency communications, and protocol issues.

The State of Hawai'i would be represented by the State of Hawai'i, Department of Land and Natural Resources, supported by a National Host Committee and a number of community partners and working groups identified during the bidding process.

### Procurement of Goods and Services

The Hosting Agreement contained various categories of expected goods and services, which were matched against a detailed budget to fund those goods and services.

The Host Committee adopted policies and procedures to ensure that all funds (public and private) raised to host the Congress were properly and prudently spent. In addition to adopting policies to avoid conflicts of interest and to maintain strict financial controls, the Host Committee selected vendors through a procurement process designed to encourage competition and obtain goods and services at a fair and reasonable cost, and administered private donations and grants in accordance with donor directions.

The Host Committee procured goods and services based on a Spending Policy and procedures that required competitive pricing and board approvals, after review by staff, management, and legal counsel.

### **Fiscal Sponsorship and Operations**

The Host Committee entered into an agreement with the East-West Center, a IRC § 501(c)(3) organization, to serve as the fiscal sponsor and provide administrative support to the National Host Committee. Contracts between the Host Committee and third party contractors to perform services for hosting the Congress were administered through the East-West Center. Accordingly, procurement guidelines were based on policies and procedures adopted by the Host Committee as well as the East-West Center.

As required under the Hosting Agreement, all procured goods and services were discussed with the IUCN Congress staff to ensure quality and cost control, prior to contracts being finalized.

After services were contracted for the Professional Congress Organizer (“PCO”), Communications, and Operations, weekly status meetings were held to ensure hosting deadlines were being met.

### **Public and Private Partnerships**

The National Host Committee Members, Board, Committees and working group that offered their expertise, time and energy, Mahalo for you kindness and commitment to Hawaii and Conservation.

Mahalo to Governor Abercrombie, Governor Ige and the county Mayor’s for the commitment and the follow through to make the 2016 IUCN World Conservation Congress the best ever and forever.

Mahalo to the State Legislators for the vision on foresight, working towards a Hawaii where conservation and the environment, air, water and land are supported and protected.

Mahalo to Mayor Caldwell for the support of the Honolulu Police Department, the NBC and the City and County services provided for the 2016 IUCN WCC.

Foundations, businesses and individuals from the private sector supported the 2016 IUCN Congress. A special Mahalo to those who participated not only for the benefit of Hawaii, but the communities which they support, belong to and care for.

Finally, the people of Hawaii, for keeping Hawaii beautiful and complete with its biodiversity.

**APPROVED BUDGET**

Hosting Agreement Budget for Goods and Services	\$11,400,000
National Host Committee Operating Budget	\$1,800,000
Total Budget	\$13,200,000

**FINANCIAL SUPPORT OF APPROVED BUDGET**

Potential State of Hawai'i	\$11,200,000
Matson / DLNR	\$200,000
Office of Hawaiian Affairs	\$500,000
Hawai'i Convention Center (In Kind -Facility Rent and Services)	\$1,500,000
Total Financial Support	\$13,200,000

**TOTAL ACTUAL COST TO FULFILL HOSTING AGREEMENT**

Total Actual Cost	\$8,162,796
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**PROJECT FINANCIAL STATEMENT as of 12/31/16**

**REVENUES**

Department of Land and Natural Resources	\$4,879,314
Hawai'i Convention Center - In Kind	\$1,500,000
Office of Hawaiian Affairs	\$500,000
Private Unrestricted	\$1,175,000
Private Restricted	\$415,000
East West Center / Other	\$58,754
	<hr/>
TOTAL REVENUES	\$8,528,068
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**CONGRESS EXPENDITURES**

National Host Committee - Admin	\$1,388,304
Congress Management	\$71,375
Sponsored Delegates	\$1,545,625
Congress Council Committees and Working Groups	\$40,986
Venue Related	\$2,519,914
Costs Linked to Secondary Venues	\$23,885
Site-Related Contracted Services	\$1,661,676
On-Site Supplies	\$37,505
On-Site Communication	\$287,731
VIP Protocol Management incl. VIP Travel	\$0
Cultural Events	\$340,309
Private Restricted Funded Activities	\$245,487
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TOTAL EXPENDITURES	\$8,162,797
Contingency	\$0
	<hr/>
TOTAL EXPENDITURES AFTER CONTINGENCY	\$8,162,797
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REVENUES OVER EXPENDITURES	\$365,271
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**ACTUAL VS BUDGET as of 12/31/16**

<b>REVENUES</b>	<b>ACTUAL</b>	<b>BUDGET</b>	<b>VARIANCE</b> <b>(+ OVER BUDGET)</b>
Department of Land and Natural Resources	\$4,879,314	\$7,786,500	-\$2,907,186
Hawai'i Convention Center - In Kind	\$1,500,000	\$1,500,000	\$0
Office of Hawaiian Affairs	\$500,000	\$500,000	\$0
Private Unrestricted	\$1,175,000	\$0	\$1,175,000
Private Restricted	\$415,000	\$0	\$415,000
East West Center / Other	\$58,754	\$0	\$58,754
Fundraising Target		\$3,413,500	-\$3,413,500
<b>TOTAL REVENUES</b>	<b>\$8,528,068</b>	<b>\$13,200,000</b>	<b>-\$4,671,932</b>

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**CONGRESS EXPENDITURES**

National Host Committee - Admin	\$1,388,304	\$1,800,000	-\$411,696
Congress Management	\$71,375	\$126,140	-\$54,765
Sponsored Delegates	\$1,545,625	\$1,680,000	-\$134,375
Congress Council Committees and Working Groups	\$40,986	\$173,348	-\$132,362
Venue Related	\$2,519,914	\$2,494,379	\$25,535
Costs Linked to Secondary Venues	\$23,885	\$105,000	-\$81,115
Site-Related Contracted Services	\$1,661,676	\$3,015,613	-\$1,353,937
On-Site Supplies	\$37,505	\$323,400	-\$285,895
On-Site Communication	\$287,731	\$1,244,250	-\$956,519
VIP Protocol Management incl. VIP Travel	\$0	\$472,500	-\$472,500
Cultural Events	\$340,309	\$1,300,000	-\$959,691
Private Restricted Funded Activities	\$245,487	\$0	\$245,487
<b>TOTAL EXPENDITURES</b>	<b>\$8,162,797</b>	<b>\$12,734,630</b>	<b>-\$4,571,833</b>
Contingency	\$0	\$465,370	-\$465,370
<b>TOTAL EXPENDITURES AFTER CONTINGENCY</b>	<b>\$8,162,797</b>	<b>\$13,200,000</b>	<b>-\$5,037,203</b>
<b>REVENUES OVER EXPENDITURES</b>	<b>\$365,271</b>	<b>\$0</b>	<b>\$365,271</b>

## IV. REFERENCE DOCUMENTS

1. National Host Committee
2. Hosting Agreement
3. Budget and Finance
4. [Hawai'i Commitments/Jeju Declaration](#)
5. Letters of Support
6. Hawai'i Media and Community Report
7. DLNR Report on the Hawai'i Pavilion
8. IUCN Media, [Social Media](#), and Community Report
9. [IUCN Participant Report](#)
10. IUCN - Towards a Sustainable Congress
11. Outcomes and Legacy
12. [Youth Engagement Report / Kupu Report](#)
13. EWC Youth Voices Sourcebook
14. [Newsletter: William S. Richardson School of Law](#)
15. Pacific Ocean Summit



IUCN  
World  
Conservation  
Congress  
Hawai'i 2016

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**IUCN**  
**World**  
**Conservation**  
**Congress**  
Hawaii 2016

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