

**URBAN
THINKERS
CAMPUS**

IFLA
INTERNATIONAL FEDERATION
OF LANDSCAPE ARCHITECTS

**WORLD
URBAN
CAMPAIGN**

UN-HABITAT

**Birmingham
City Council**

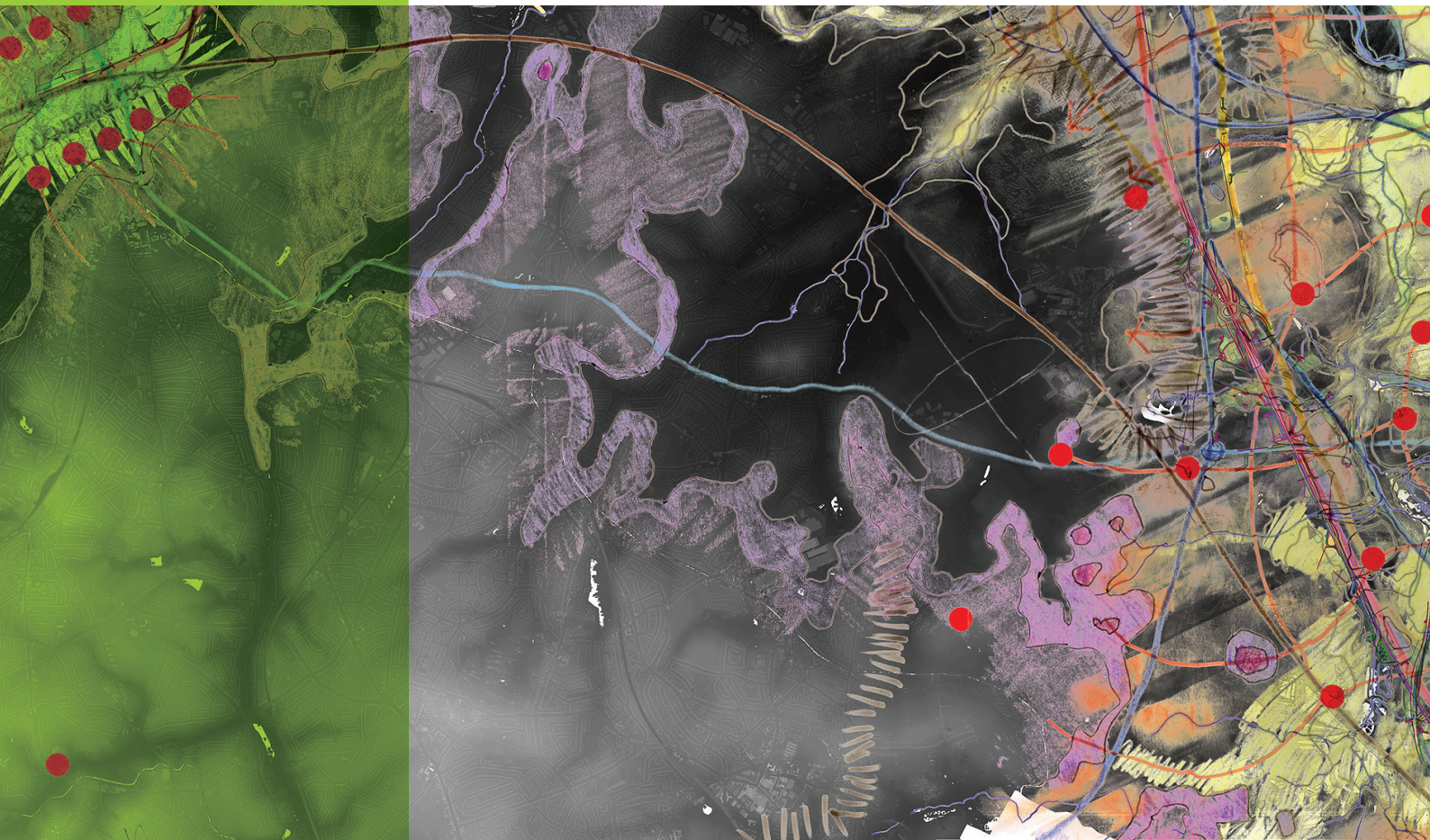


**BIRMINGHAM CITY
University**

**West Midlands
NATIONAL PARK**

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UN-Habitat Urban Thinkers Campus 2024
BIRMINGHAM / UK / 2-4 October
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Rethinking landscape Sponsorship opportunities



The West Midlands National Park Lab has been selected to run an Urban Thinkers Campus in Birmingham UK, in collaboration with UN-Habitat and the International Federation of Landscape Architects. This three-day multidisciplinary event will establish the case for an International Landscape Convention, to provoke, challenge and inspire different behaviours and attitudes towards the land, enabling us to better deal with global challenges in urban regions.

The critical significance of the infrastructure of landscape in tackling the interrelated and accelerating problems of the climate emergency, pollution, urbanization, health and well-being, food and water security and loss of biodiversity is slowly becoming more apparent but continues to be a blind spot in regional and national economic strategies.

It has never been more important to shift this attitude. Disquiet about current development practices raised by UN Agencies at the 2022 World Urban Forum was confirmation that business as usual is clearly not an option and that more radical change is needed. We need to be braver, more ambitious and more determined to deal with the global challenges we face.

Aligned with the UN's City We Need Now! Initiative, the UNSDGs and using the experience of developing the West Midlands National Park, the Urban Thinkers Campus 2024 will see some of the world's leading landscape and city thinkers and practitioners come together in Birmingham, in the context of these, to discuss how best to increase international awareness of:

- the cultural, economic and ecological significance of the infrastructure of landscape and its immense restorative capacity
- our dependency on landscape for everything we need – clean air, soil, food, water, biodiversity, identity and culture.
- the contribution the infrastructure of landscape can make to social, environmental and spatial justice across all seventeen Sustainable Development Goals.

Keynote speakers include:

Francesco Bandarin

Former Deputy Director General, UNESCO

Dame Fiona Reynolds DBE

Former Director General, National Trust

Professor David Mba

Vice Chancellor, Birmingham City University

Dr Bruno Marques

President, International Federation of Landscape Architects

Panel members and delegates will include senior leaders from (TBC):

UN-Habitat

International Federation of Landscape Architects (IFLA)

International Society of City and Regional Planners (ISOCARP)

International Society of Urban Health (ISUH)

The Landscape Institute

Department for Levelling Up, Housing and Communities

National Health Service

Environment Agency

West Midlands Combined Authority

Birmingham City Council

Transport for the West Midlands

National Express

Legal & General

Federated Hermes

Sponsorship opportunities

HEADLINE SPONSOR

CATEGORY AND VALUE

Headline positioning for the entire event alongside UN Habitat the West Midlands National Park and the West Midlands Combined Authority. Includes buffet lunch catering, three evening receptions and production of the event prospectus.

£10,000

SPONSORSHIP BENEFITS

Premier brand positioning alongside UNESCO, UN Habitat and multiple leading national, international, and regional brands.

[Event branding](#)

[Reception branding](#)

[Panel branding](#)

[Social media branding](#)

[Post-event hard copy prospectus branding](#)

GOLD SPONSOR

CATEGORY AND VALUE

Headline sponsorship for receptions.

£5,000

SPONSORSHIP BENEFITS

Headline reception brand positioning.

[Social media branding](#)

[Post-event hard copy prospectus branding](#)

[Reception welcome speaker slot](#)

[Reception branding](#)

SILVER SPONSOR

CATEGORY AND VALUE

Headline positioning for individual conference agenda events, such as panel discussions, site visits and PhD Research presentations.

£3,500

PER AGENDA EVENT

SPONSORSHIP BENEFITS

Headline conference agenda event brand positioning.

[Social media branding](#)

[Post-event hard copy prospectus branding](#)

[Agenda event branding](#)

Contact us

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sponsorship

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