



# Sponsorship prospectus

Bridging Science, Practice, and Policy  
of Nature Restoration



**SERE2024** is an international conference organised by the European Chapter of the Society for Ecological Restoration (SERE), taking place in Europe every two years. During the last week of August 2024, everyone working on the science, practice, and policy of ecological restoration will come together in Tartu, Estonia, to share knowledge and discuss the future of European nature.

Ecological restoration is a topic that holds a prominent place on both political and scientific agendas. The decline in biodiversity demands our urgent attention, and degraded ecosystems around the world require an effective and knowledge-driven path to recovery. The EU is actively working on the Nature Restoration Law, and in 2024, new goals and specific actions will be agreed upon to reverse biodiversity decline in Europe. The development of National action plans for nature restoration are the next major step under the EU framework which requires matching scientific rigour and effective governance. Achieving the EU ambitious restoration goals is a challenge of unprecedented scale and requires major resource mobilisation (billions of euros), collaboration between public and private sectors and increased social engagement.

The SERE2024 conference in Tartu will serve as an excellent meeting point during this crucial time to devise the most effective approaches for the long-term recovery of nature. It offers an opportunity to foster the reciprocal exchange of ideas, knowledge, and experiences among researchers, practitioners and policymakers from across Europe. The sessions will cover topics ranging from the theory and practice of restoring various ecosystems (wetlands, grasslands, forests, rivers, agroecosystems, urban and marine ecosystems) to the socioeconomic and political contexts of ecological restoration.

**We welcome you to be part of European restoration movement in Tartu in 2024!**

On behalf of the organising committee and the SER Europe Board,  
*Aveliina Helm, Triin Reitalu, Jordi Cortina-Segarra*



## GENERAL INFORMATION

### DATE

26-30 August, 2024

### ABOUT THE AUDIENCE

As one of the major European ecological events, the conference is expected to bring together around 400 participants from all across Europe and beyond. The last SERE conference in Spain had attendees from 47 countries and four continents, with the majority of participants (80%) from Europe.

An exhibition area of the sponsoring companies will be open at the venue throughout the conference.



Participants include:

- Scientists and students from leading European Universities
- Teachers and vocational training professionals
- Government officers from local and national agencies responsible for nature conservation and land management
- Representatives of multilateral organisations
- Local, national and international NGOs
- Representatives from the natural resources, extractive and energy industries
- Restoration practitioners at large
- Organisations from the financial sector
- Environmental consultants and contractors
- Landscape engineers and architects

### LOCATION

SERE2024 will take place in Estonia - a Nordic-Baltic country rich in nature where a wide variety of restoration efforts have already been carried out. The conference city Tartu is the European Capital of Culture in 2024, making the destination more attractive for potential attendees.





## **ESTONIA...**

...has a population of just 1.3 million but is larger than Denmark or the Netherlands. Being among the least densely populated countries in Europe, Estonia makes for a great nature and city break destination for those looking to stretch out their limbs and enjoy some peace, quiet, and solitude.

... might easily be called the kingdom of bogs since approximately one quarter of the country is covered in marshes. From any point on Estonia's mainland, the nearest marsh is always less than 10 km away.

...is more than 50% forest. It's fair to say that Estonians have a certain tree-hugging spirit. More than half of the country is covered by forested land and almost a quarter is protected by nature. As a result, Estonia has the 4th best air quality in the world.

...has over 2,000 islands. Estonia is the only Baltic country with a deep-rooted and extensive island culture. Although most are uninhabited, Estonian islands tend to be rural, with some holding traces of their local Viking and medieval legacy.

...has 6 national parks, 3 of which have EUROPARC Federation recognition. Read more [here](#).

... has birdwatching and other wildlife tours as 380 species of birds spotted in Estonia annually. Read more [here](#) about bird and [here](#) about nature sites and more.

... has great natural diversity. Read more [here](#).

## **THE VENUE**

The Estonian National Museum is a landmark building on the outskirts of Tartu (see the picture on the front page). The exhibition area of the sponsoring companies will be located in the foyer area next to the registration/info desk and in front of the session halls. Coffee breaks will be served in the same area.

## Support the conference!

By sponsoring SERE2024, companies will not only increase their visibility in the fast-growing field of ecological restoration. Direct contact with the delegates provides opportunities to

- showcase products, services or activities to our diverse international audience;
- cultivate new contacts and generate new business;
- demonstrate your commitment to environmental repair and recovery;
- position your group as a sector leader.

Your financial or in-kind support will help raise the quality and breadth of the Conference programme even further. Financial support can also facilitate the participation of a broader range of delegates who could not otherwise attend due to budget limitations. Sponsorship will enable formative experiences that attendees can translate into improved restoration outcomes and professional development. The special focus on the EU Nature Restoration Law will provide first-hand experience and opportunity for sponsors to benefit from expert discussions and high-level expertise among the participants on topics of land and sea restoration. Early adopters and leading businesses and industries have a strategic advantage exactly because of their dialogue with science and policymakers.

### Sponsorship packages

#### **GOLD SPONSOR 6,000 EUR**

VAT not included

##### EXHIBITION

- Prominent exhibition floor space of 6 m<sup>2</sup> in the exhibition area
- Classroom type tables, chairs, electricity, Wi-Fi
- The right to choose the exhibition space

##### VISIBILITY

- One roll-up in the registration area, 800mm\*2,000mm (provided by the Sponsor)
- Two full-page advertisements in the digital programme book (design provided by the Sponsor)
- Logo in the digital programme book, linked logo displayed on the conference website and logo displayed in the session halls during coffee breaks and lunches
- One insert into the Conference bag, size A4 up to 16 pages or an insert of a USB drive (provided by the Sponsor)
- Shoutout about becoming a Gold Sponsor in the conference newsletter and social media
- Possibility to provide lanyards and/or pens and/or notepads.

##### REGISTRATION

- Four complimentary full registrations, scientific programme, coffee breaks and lunches. Social events and conference dinner at an extra fee.
- Additional Sponsor representative registration 300€.

## SILVER SPONSOR 4,000 EUR

VAT not included

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### EXHIBITION

- Exhibition floor space of 6 m<sup>2</sup> in the exhibition area
- A classroom type table, chairs, electricity, Wi-Fi
- Space allocation will be made on a first come, first served basis

### VISIBILITY

- One full-page advertisement in the digital programme book (design provided by the Sponsor)
- Logo in the digital programme book
- Linked logo displayed on the conference website and logo displayed in the session halls
- during coffee breaks and lunches
- One insert into the conference bag, size A4 up to 16 pages or an insert of a USB drive (provided by the Sponsor)
- Possibility to provide lanyards or pens or notepads.

### REGISTRATION

- Three complimentary full registrations, scientific programme, coffee breaks and lunches. Social events and conference dinner at an extra fee.
- Additional Sponsor representative registration 300€.

## BRONZE SPONSOR 2,000 EUR

VAT not included

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### EXHIBITION

- Exhibition floor space of 6 m<sup>2</sup> in the exhibition area
- A classroom type table, chairs, electricity, Wi-Fi
- Space allocation will be made on a first come, first served basis

### VISIBILITY

- One half-page advertisement in the digital programme book (design provided by the Sponsor)
- Logo in the digital programme book
- Linked logo displayed on the conference website and logo displayed in the session halls
- during coffee breaks and lunches

### REGISTRATION

- One complimentary full registration, scientific programme, coffee breaks and lunches. Social events and conference dinner at an extra fee.
- Additional Sponsor representative registration 300€.

## EXHIBITOR 1,000 EUR

VAT not included

### EXHIBITION

- One classroom type table, two chairs, electricity, Wi-Fi
- Space allocation will be made on a first come, first served basis after sponsors have picked their spaces

### VISIBILITY

- Logo in the digital programme book
- Linked logo displayed on the conference website and logo displayed in the session halls
- during coffee breaks and lunches

### REGISTRATION

- One complimentary full registration, coffee breaks and lunches. Social events and conference dinner at an extra fee.
- Additional Exhibitor representative registration 300€.

**SUPPORTERS** are welcome, conditions to be discussed with the Sponsorships and Exhibitions Manager.

**Prices do not include VAT.**

**VAT of 22% will be added if applicable**



## OTHER OPPORTUNITIES

**Additional exhibition floor space 2x3 m<sup>2</sup>: 600€**

**Digital sponsor 300€:** logo on the website and in the digital programme book.

**Sponsoring early career scientists 4,000€:** The early career scientists will be able to apply for their participation fee being covered from the sponsorship in the abstract submission form. The scientific committee will make the decision based on abstracts and they will notify you of the recipients. The sponsorship sum can be transferred to the technical organiser Publicon who will reimburse the participation fees to the selected people. The sponsor's logo will be displayed on the conference website, in the digital programme book and the logo will be displayed in the session halls during coffee breaks and lunches. Shoutout in the conference newsletter and on social media.

**Sponsoring participants from low income countries 4,000€:** Participants from low income countries can apply for the reimbursement of the participation fee by ticking a box in the registration form. Based on the sum allocated for sponsoring the sum, all eligible participants will get the same sum reimbursed. The sponsorship sum can be transferred to the technical organiser Publicicon who will reimburse the participation fees to the eligible people. The sponsor's logo will be displayed on the conference website, in the digital programme book and the logo will be displayed in the session halls during coffee breaks and lunches. Shoutout in the conference newsletter and on social media.

**Supporting the Best Restoration Photo competition 1,000€:** We will hold a competition where all conference participants can submit their own restoration photo, among which 5 best submissions will be selected and each of them will be awarded 200€ for their photo. The user rights of the awarded photos will go to SER Europe who will use the photos to promote ecological restoration. It is a great opportunity to showcase restoration activities on a personal as well as project level and get recognition for it. The sponsor's logo will be displayed on the website near the photo competition announcement and will be mentioned when the awards are given.

**Supporting the Best Student Presentation award 1000€:** The scientific committee will select the best student oral presentation, the money will be used for awarding the best presentation. The sponsor's logo will be displayed on the homepage near the awards' announcement and will be mentioned when the award is given.

**Supporting the Best Student Poster award 1000€:** The scientific committee will select the best student poster, the money will be used for awarding the best presentation. The sponsor's logo will be displayed on the homepage near the awards' announcement and will be mentioned when the award is given.

We are happy to discuss other modalities of sponsorship!

Sponsorships and Exhibitions Manager

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**Tartu: European Capital of Culture 2024**

