



Welcome to the inaugural...

Information to Motivation

State of the Environment Conference 2001

DATES

5-7 June 2001

REGISTRATION BROCHURE

DESTINATION

Wellington, New Zealand

VENUE

Te Papa
Museum of New Zealand

PARTNERS



ABOUT THE CONFERENCE

The Ministry of the Environment and its partner organisations extend an invitation to you to participate in one of the country's most significant environmental events - New Zealand's first state of the environment conference.

Our challenge is to come up with effective ways to use environmental information to raise awareness and motivate change. This is what Information to Motivation 2001 is all about.

THE AIMS OF THE CONFERENCE ARE TO:

- > Understand how to communicate environmental information to change behaviour
- > Showcase outstanding examples and share ideas
- > Bring together the public and those working for the environment
- > Raise awareness about the environment

CONFERENCE FORMAT:

There will be five main sessions to the conference. The sessions will focus on the following topics:

1. Understanding how to create change - what are our information needs
2. Motivating people to take action - how to communicate to change behaviour
3. Making informed decisions - information for decision making and policy review
4. The future of information - I.T. tools and solutions for managing and communicating environmental information
5. State of the Environment Reporting - a new era of reporting products

An international keynote speaker will address each session, introducing issues and topics for discussion, providing an international perspective and possible future direction.

A panel of presenters will follow each keynote address, presenting New Zealand examples of best practice. A discussion will be held at the end of each session where panellists are invited to lead discussion on appropriate ways forward for New Zealand.

See the conference website - www.soeconference.govt.nz - for up-to-date information on the conference

EXHIBITS & POSTERS

A significant component of the conference will be the exhibits and posters. Time has been allocated for exhibit tours giving organisations some time to speak to their exhibit or poster. City/District and Regional Councils are encouraged to provide an exhibit or poster.

Exhibit and poster space will be provided FREE of charge to councils, community groups and NGOs.

Commercial exhibit spaces are also available for industry groups and businesses to exhibit services and products.

All exhibit and poster space must be booked in advance.

POSTERS

Poster space of 1.2m wide x 2m high is available for each poster.

To submit a poster:

1. Please send us the title and short description of poster, project or programme.
2. Provide a contact for the poster, including phone, mail and email
3. Email all this information as a Word document to: soe@confer.co.nz

EXHIBITION

Exhibition space of 3m wide x 1.2 deep is available for each exhibition. We are open to innovative and different types of displays. Velcro receptive boards can be arranged for a small fee (applies to free exhibit space only)

To submit an exhibition:

1. Please send us a short description of the type of exhibition and what you intend to display.
2. Provide a contact including phone, mail and email
3. Email all this information as a Word document to: soe@confer.co.nz
4. If you would like additional information on exhibitions please contact us at soe@confer.co.nz or phone 03 546 6022 or fax 03 546 6020

Share information and your experiences - FREE poster and exhibit space are available to councils and non-government organisations

5 JUNE - TUESDAY World Environment Day

- 5.35 Green Ribbon Awards reception and cocktails
- 6.00 Green Ribbon Awards
- 7.30 Welcome reception and conference registration.
Sponsored by: Montgomery Watson

6 JUNE - WEDNESDAY

- 7.30 Registration
- 8.00 Powhiri -Maori welcome and official opening
- 8.30 Registration *and* morning tea
- 9.00 Introduction from the conference chair
- Jim Hopkins
- 9.05 Hon. Marian Hobbs, Minister for the Environment
- setting the scene and outlining the vision and
challenges for New Zealand.
- 9.40 MC - Jim Hopkins
- 9.45 Ian Lowe (Australia) - State of the Environment;
What has changed? Why do we want change? Who
should create change and how do we create change?
- 10.30 Morning tea
- 11.00 Steve Alexander (GSA) - Understanding how to
create change - what motivates change and what
are our information *needs*
- 11.45 Discussion panel - panellists to be announced.
Understanding how to create change - panel
presentations and facilitated discussion on
understanding our audience and how best to
create change; including local examples of
understanding information needs for education.
- 12.45 MC - Jim Hopkins
- 1.00 **Lunch**
- 2.00 Ms Barbara Pyle (USA) - Motivating people to take
action - how to communicate to change behaviour
- 2.45 Discussion panel - panellists to be announced.
Best practice examples from around New Zealand
on communication methods used to motivate
people to take action. To be followed by a
facilitated discussion on information needs for
communication, methods for communication and
what we need to do to change current practices.
- 3.45 **Afternoon tea.**
- 4.15 MC - Jim Hopkins
- 4.30 Exhibition and poster tours - facilitated
discussion on exhibits and posters.
- 5.00 Evening social drinks with exhibition tours, poster
tours and museum exhibit tours around Te Papa
- 7.00 Conference Dinner and **entertainment (optional)**

7 JUNE - THURSDAY

- 7.30 Registration and coffee
- 8.30 Welcome from the chair - Jim Hopkins.
- 8.35 Denise Church, CEO, Ministry for the Environment
Review of day one and setting the scene for day two
- 9.00 Dr Peter Hardi (Canada) - Making informed
decisions - how to provide information for
effective decision making and policy review.
- 9.45 Discussion panel - panellists to be announced.
Best practice examples from around New Zealand
on effective decision making systems including
monitoring and reporting on policy performance.
To be followed by a facilitated discussion on our
information needs for making decisions and
review of policy.
- 10.45 **Morning tea**
- 11.10 MC - Jim Hopkins
- 11.15 Graeme Barty (Australia) - Environment Virtual
Communities Create a Sustainable Online
Knowledge Base
- 12.00 Discussion panel - panellists to be announced.
The future of information - I.T. tools and
solutions for managing and communicating
environmental information. Best practice New
Zealand examples followed by facilitated
discussion on where we could go in New Zealand.
- 1.00 **Lunch**
- 2.00 MC - Jim Hopkins
- 2.10 Professor Ian Lowe - State of the Environment
Conference review, what we have learnt and
discussion on the future of State of the
Environment reporting in New Zealand.
- 2.30 Discussion panel - panellists to be announced.
Best practice examples from around New Zealand
on effective environmental reporting. To be
followed by a facilitated discussion on
environmental reporting: why report; barriers to
monitoring and reporting; and the future of state
of the environment reporting and triple bottom
line reporting in New Zealand.
- 3.30 **Afternoon tea**
- 4.00 MC - Jim Hopkins and special guests
- 4.20 Conference wrap up session - review of the
conference and the way forward, discussion
facilitated by MC - Jim Hopkins
- 4.45 Closing ceremony

The programme is subject to change



PROF IAN LOWE (AUSTRALIA)

Ian Lowe is Honorary Professor of Science, Technology and Society at Griffith University and an adjunct professor at two other universities. His principal research interests are in the broad area of policy decisions influencing use of science and technology. He was Director of the Commission for the Future in 1988, and that year was named Australian Humanist of the Year. Professor Lowe chaired the Australian government's advisory council which produced the first independent national report on the state of the environment in 1995. He is a recipient of the Prime Minister's Award for Outstanding Individual Achievement in the Environment. A regular columnist for *Kew Scientist* and various other publications, Professor Lowe has recently completed a term of office as President of Australian Science Communicators.



BARBARA PYLE (USA)

Barbara Pyle is Vice President, Corporate Environmental Policy, at Turner Broadcasting System.

Since joining Turner Broadcasting in 1980 Barbara Pyle has pioneered environmental television programming. Her mission is to make critical global issues understandable and accessible to the widest audience. She has produced more than 35 films, winning over 75 awards. She also serves as CNN's Environment Editor and created *Earth Matters*, CNN's weekly environmental news programme. She is Executive Producer of *People Count*, a documentary series about people helping to create a better future, and **Chairman** of the **Board** of the **Captain Planet Foundation**, which provides grants for hands-on eco projects involving children. In 1997 she was awarded the United Nations Environment Programme's Sasakawa Environment Prize, and in 1998 was named one of the first United Nations Global 500 Laureates for outstanding environmental achievement.



DR PETER HARDI (CANADA)

Dr Peter Hardi is Senior Fellow and Director, Measurement and Indicators, at the International Institute for Sustainable Development in Winnipeg. Over the past decade, the main focus of his interest has been sustainable development assessment and decision-making, and management of international environmental

conflict. The Founding Director of the Regional Environmental Centre for Central and Eastern Europe, he was principal author of 'The Hardi Report', which helped stop construction of a highly controversial dam on the Danube in Hungary. Dr Hardi combines a comprehensive knowledge of the theoretical and methodological issues of sustainable development with practical field experience in designing and working with decision making tools, such as sustainable development indicators.



GRAME BARTY (AUSTRALIA)

A graduate of the Royal Military College of Australia, Grame Barty specialised in communications intelligence and electronic warfare in his 10 years as a commissioned officer in the Australian Regular Army. He is now Managing Director of HarvestRoad, a highly innovative company publishing web software. HarvestRoad is a leading provider of software solutions and e-publishing applications for enterprise, education, health and 'smart communities'. Prior to this he held positions with Fujitsu Australia, Nortel Australia and Pacific Star, helping to start up their telecommunications sales, research and manufacturing operations in Australia. In October 2000 Grame Barty was elected to the Board as the Australian Information Industry Association.



STEVE ALEXANDER (USA)

A former regional director of the world's largest public relations company, Burson-Marsteller, Steve Alexander has extensive experience in communications strategy, public affairs and facilitation. His degrees are in the behavioural sciences. He now heads the Steve Alexander Group, a communications consultancy that counts many public sector and environmental agencies among its clients. Steve Alexander has a long history of community and political involvement, including counselling. As a commissioner for San Diego's Park and Recreation Board, he led the development of an award-winning public outreach effort which built wide-ranging community support for a plan to guide future development in the world's largest aquatic park. He has won awards from the American Association of Political Consultants for work on The Naturelands Project and a national highway system



GENERAL INFORMATION

CONFERENCE VENUE

The conference will be held at Te Papa, New Zealand's national museum. The venue offers superb facilities and the right atmosphere for delegates to meet, share ideas and network.

Te Papa is located in the centre of Wellington on the waterfront and adjacent to The Duxton Hotel and The West Plaza Hotel.

ACCOMMODATION

Rooms have been reserved for delegates in the following hotels. To access these bookings and rates please make your reservation on the registration form:

Duxton Hotel	\$180.00 +gst
Bay Plaza Hotel	\$115.00 +gst
Museum Hotel	\$150.00 +gst
West Plaza Hotel	\$139.00 +gst
Trekkers Hotel/Motel	\$57.80 +gst (singles only)

Sharing rooms can significantly reduce the cost of accommodation. If you wish to share please indicate the name of the person you wish to share with on your registration form.

A deposit of one nights' accommodation payment per room must accompany requests.

This will be forwarded to the hotel and you should pay the balance of your accommodation account directly to the hotel upon departure. Alternatively, your credit card number can be passed on to the hotel to guarantee of your booking. (see registration form)

INTERNET CAFE

This will operate in the exhibition area throughout the conference.

REGISTRATION www.soeconference.govt.nz

Register on-line at: www.soeconference.govt.nz
or mail to:

Conferences & Events Ltd, PO Box 1254, Nelson

FEES

Standard: \$250 +gst registrations received by 18 May
Full: \$280 +gst registrations received after 18 May

Payments: Mastercard, Visa, cheque, invoice
Please note that registrations remain unconfirmed until full payment is received.

REFUND POLICY

There will be a cancellation fee of \$50 to cover administration costs for cancellations received after 23 May 2001. Alternatively, a substitute delegate is acceptable. Accommodation cancellations received after 23rd May will forfeit the deposit.

CONFERENCE MANAGERS

Conferences & Events Ltd
PO Box 1254 Nelson New Zealand
soe@confer.co.nz
Phone: +64 3 546 6022
Fax: +64 3 546 6020

EVENTS

TUESDAY 5 JUNE

CONFERENCE REGISTRATION - 5.00PM

Conference Registration will open from 5.00pm at Te Papa. All participants are required to report to the registration desk upon arrival to collect programme, tickets and name badge.

THE GREEN AWARDS COCKTAIL EVENING - 5-6.00PM

Join us at The Te Papa concourse for cocktails before the Awards at 5.00pm.

WORLD ENVIRONMENT DAY - THE GREEN RIBBON AWARDS - 6.00PM

The Green Ribbon Awards recognise outstanding efforts by individuals, organisations or businesses to protect, preserve and enhance New Zealand's environment. This year awards will be presented for state of the environment reporting, caring for our urban environment, caring for our rural environment, caring for our biodiversity, raising awareness of environmental issues, business caring for the environment and youth action for the environment.

CONFERENCE WELCOME RECEPTION - 7.30PM - 9.00PM

Sponsored by Montgomery Watson.

Following The Green Ribbon Awards, there will be further opportunity to network with colleagues and friends and view exhibitions and posters. Cost is included in full registration fee.

WEDNESDAY 6 JUNE

CONFERENCE DINNER - TE PAPA 7.00PM

Welcome to a very special evening with dinner and entertainment which has been themed specially for the occasion. Wear your dancing shoes and come prepared to enjoy the Te Papa 'Our Place' experience. Dress: smart/casual.

Cost: \$53.50 +gst.

"Understanding what is happening in our environment is essential if we are to make good decisions about managing it. People in the community also need to know about the health of our environment, so that they can take or support action to solve problems. This is where good use of information about the environment comes in.

Our challenge is to come up with effective ways to use environmental information to raise awareness and motivate change. This is what Information to Motivation 2001 is all about."

Hon. Marian Hobbs

Minister for the Environment

FOR MORE INFORMATION SEE
www.soconference.govt.nz

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