Organic World Congress

Template for the overall event concept

Version x

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# Background

## Organic World Congresses

The Organic World Congress (OWC) of IFOAM - Organics International is held every 3 years in a different country. The aim of the congress and related activities (pre-conference, General Assembly, side-events and organic exhibition) is to be a regular platform for knowledge exchange and collaboration between different stakeholders from and beyond the organic movement, so that, together, they can leverage change for the global adoption of truly sustainable agriculture, value chains and consumption, in line with the Principles of Organic Agriculture.

The congress includes various conference fora and a variety of methodologies (e.g. presentations, discussions, posters, open space etc.) in order to ensure adequate interaction and attract various groups (e.g. members of the organic movement, scientist, farmers, private sector and government representatives). Plenary speakers give keynote speeches and provide a conference digest. Official ceremonies, social events and special performances or sub-events create an engaging and distinctive atmosphere. The event should be inclusive and partnerships with like-minded movements/institutions are encouraged. Pre-conferences (1-2 days) attract groups with specialized interests and provide opportunities to deepen specific topics. Organizers are expected to attract between 1.500 and 2.000 participants (for the conference only), with a minimum of 50% national and neighboring country participation.

The OWC offers participants:

* A platform for shaping future strategies;
* An opportunity for presentation and reflection of excellence of scientific research in food/other agriculture value chain systems;
* A source of inspiration for innovative practice in farming and value chain;
* A unique opportunity for network building and development;
* An platform to celebrate truly sustainable agriculture worldwide.

## The organic sector in [host country]

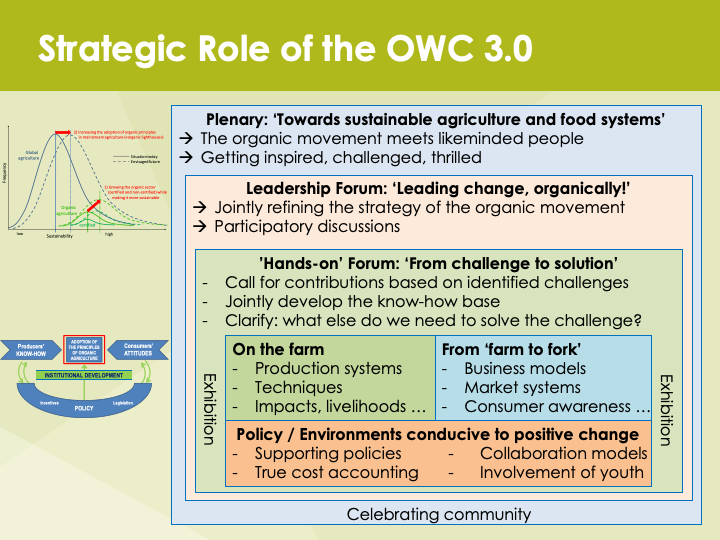
**Introduction to the country:** Background of the organic movement in the country/region and reasons to invite the global organic movement to hold the OWC/GA;

**Checklist:** [*short history, stage of (organic/agroecological etc.) development (e.g. statistics), main stakeholders in the movement, interesting facts and explanations, sales pitch, i.e. the reasons for voting for this proposal*]

# Objectives

## Overall objectives

The **overall objective** of the OWC/GA of IFOAM – Organics International is to be a regular platform for knowledge exchange and collaboration between different stakeholders from and beyond the organic movement, so that, together, they can leverage change for the global adoption of truly sustainable agriculture, value chains and consumption, in line with the Principles of Organic Agriculture. The OWC fulfills a strategic purpose, using its different channels – the plenary, the fora and the exhibition – to work towards the achievement of the vision laid out through Organic 3.0. The visual that follows captures the underlying thinking of strategically connecting the Organic World Congress to the vision laid out in IFOAM – Organics International’s strategic plan and Organic 3.0 landmark document:



The Consortium ‘OWC 20[xx]’ aims at a successful and financially viable implementation of the OWC 20[xx], meeting the objectives that follow.

## Specific objectives and expected outcomes

## Goals and objectives of the local Consortium Members: Objectives to be reached with the event;

## *Checklist: [Local Consortium Members’ own overall and specific objectives with indicators of measurement, including baseline and ambition to reach. Ways to monitor/verify indicators.]*

The expected outcome is that participants are inspired to identify possible solutions for their challenges, (re)define their priorities and refine their strategies. The consortium jointly defines the **expected outcomes** of this event, indicators to help measure these outcomes, and works towards their achievement. These outcomes are:

* Aa
* Bb

## Main Indicators

**Participation:** Number of participants in the various formats, countries of origin, voter participation at GA, number of exhibitors, exhibition area

**Engagement:** National and international partners in the various categories

**Message and advocacy:** Participation of policy makers, media coverage

**Satisfaction:** Feedback from delegates, exhibitors, sponsors. Satisfaction of national/international organic movement:

**Economic viability:** Profit/loss, budget line monitoring of expenditures and income, income through delegates, exhibitors, sponsors.

**Checklist:** *[Are your indicators SMART (specific, measurable, achievable and relevant)? Include targets.]*

# Organizational set-up and management

**Miscellaneous:** Opportunities, challenges and other information

**Checklist:** *[Special occasions, risks, any other relevant issues and ideas. Risk management system.]*

## Partnerships

**Institutions:** Partners and supporting institutions, locally, nationally and internationally;

**Checklist:** *[Consortium members, i.e. co-organizers; partners, sponsors, government support and advocacy targets. Experiences/assets of the organizers/partners with regards to event organization. Plans for the engagement of national and regional membership of IFOAM – Organics International.]*

1. **OWC partnership**

The OWC is a partnership between IFOAM Organics International and yy and yyy. The partnership is regulated in a consortium contract. The partners meet and take decisions in the Congress Steering Committee (CSC).

The Consortium is led by IFOAM – Organics International. These are the partners participating in the CSC:

* Y
* Y
* Y

1. **Implementing partners: Co-organizers**

Co-organizers are institutions that commit to practically support the OWC preparation and implementation. Co-organizers get visibility at the OWC and may get other privileges depending on their contributions. Each partner has a brief written agreement with the consortium that outlines each other’s expectations and TORs.

has the following co-organizers:

* Z
* Z

1. **Side event conveners**
2. **Sponsoring partners**

Default partners without cash contributions set by IFOAM - Organics International are BIOFACH, and OWA and the OFIA Awards.

1. **Media and advocacy partners**

## Organizational chart

## Governance structure and the TOR of the various bodies

The **CSC** is the highest body of the OWC yyyy. It consists of 5 persons:

Xxx, IFOAM - Organics International World Board Member

Yyy, Consortium 1: IFOAM - Organics International

Yyy, Consortium 2

Yyy, Consortium 3 (IFOAM - Organics International)

Zzz, Independent member

## Management, monitoring and evaluation

**Governance and management:** Organizational set-up, operations and working principles; Monitoring, evaluation and audit plans;

**Checklist:** *[Legal framework, organizational structures, ways of fulfillment of the various required functions, capacity/capacity needs, reporting/accountability, financial management, monitoring, evaluation and audit.]*

# Theme and content

**Content:** Thematic focus and narrative of the event;

**Checklist:** [Theme, slogan, narrative and advocacy focuses. Priorities of envisaged content development for the national and international movements and for science/advocacy and practitioners.*]*

## Content background

## Overall theme

## Thematic briefing and main messages

# Events concepts and program

**Event:** Overall event framework, facts and figures;

**Checklist:** *[Proposed dates, venue(s), event formats (conference, fair and festival), expected number of participants and program highlights.]*

## Overall Program

**Date/time Event Venue Remarks**

aa.bb.2024 – cc.dd.2024 Organic tours yyy

aa.bb.2024– cc.dd.2024 Pre-Conferences yyy

aa.bb.2024 – cc.dd.2024 OWC (Conference/Exhibition/Festival) yyy

aa.bb.2024 OWC Gala yyy

aa.bb.2024 Motion Bazaar yyy

aa.bb.2024 – cc.dd.2024 Global Organic GA yyy

aa.bb.2024 – cc.dd.2024 Organic tours yyy

## Pre-conferences

…

## Conference program

### Overview

|  |  |  |  |
| --- | --- | --- | --- |
| **Time slots** | **Day 1** | **Day 2** | **Day 3** |
| 9.00-10.20 | Inauguration | Plenary | Breakout 10 |
| 10.30-11.50 | Plenary | Breakout 5 | Breakout 11 |
| 12.00-13.20 | Breakout 1 | Breakout 6 | Breakout 12 |
| 13.30-14.50 | Breakout 2 | Breakout 7 | Closing plenary |
| 15.00-16.20 | Breakout 3 | Breakout 8 | Motion bazaar |
| 16.30-18.00 | Breakout 4 | Breakout 9 | Motion bazaar |

Delegates take their breaks individually. Coffee is offered from 9 am to 6 pm, Lunch is offered from 11.30 am to 2.30 pm with a reduced number of sessions during lunch (sessions 1/6/12)

### Conference fora

A forum is a string of breakout sessions in a specific style in always the same room(s). A forum can have one or several tracks (parallel sessions). There are fora for a specialized audience and fora for mixed audiences. The website/final program needs to well explain the nature of the different fora.

**Overview of fora** *(example)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Forum** | **Methodology** | **Speakers** | **Audience** | **Tracks** | **Lead** |
| **A. Leadership Forum**  Strategizing the future of the movement | Fishbowls and GA motions discussions | Panelists from the movement | Movement | 1 | IFOAM OI |
| **B. Farmers’ Forum**  Smart practices from farmers to farmers | Farmers’ presentations | Farmers | Farmers and those interested in farming | 1 | INOFO |
| **C. Science Forum**  Academic presentations of latest organic research | Scientific paper presentations | Scientists | Scientists and those interested in science | 1 | TIPI/ISOFAR |
| **D. Food System Forum**  Sector practitioners share experiences and market trends | Practitioners’ paper presentations | Sector professionals | Sector professionals | 1 |  |
| **E. Stakeholder Dialogue forum**  Presentation and discussion of papers from research, sector practitioners, consumers and farmers | Mixed papers’ presentations | Scientists, farmers and sector professionals | Mixed audience | 2 |  |
| **F. Culture Forum**  Experience exchange through minds, hands and hearts | Cultural experience sessions | Artists, philosophers, spiritual leaders | Mixed audience | 1 |  |
| **G. Roundtable Forum**  Focus group discussions of hot issues | Small group discussions in matchmaking events | Movement | Movement | 1 |  |
| **H. Workshops**  Institutions propose their topics | Delegate’ session (rented rooms) | Sector organizations | Organizations’ audience | 2 |  |
| **Total** |  |  |  | **10** |  |

Each forum needs its own detail concept. This entails at least:

* 1. The public explanation of the Forum including titles, content and methodology (for Website)
  2. The (public) briefing in the call for papers
  3. The sessions one by one including moments of reflection or facilitated digests
  4. The management of the forum before and during the event
  5. The moderation of the forum
  6. The review of papers and the final program building

**Session plan** *(example)*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Breakout session number** | **Number of sessions in Fora** | | | | | | | | **Total Sessions (without Roundtables)** | **Remarks** |
| **A** | **B** | **C** | **D** | **E** | **F** | **G** | **H** |
| 1 | *1* | *1* |  |  | *1* | *1* | *0-4* | *1* | *5* | lunch |
| 2 | *1* | *1* | *1* | *1* | *2* | *1* | *0-4* | *2* | *9* | Prime time |
| 3 | *1* | *1* | *1* | *1* | *2* | *1* | *0-4* | *2* | *9* |  |
| 4 | *1* |  | *1* |  | *1* | *1* | *0-4* | *1* | *5* | evening |
| 5 | *1* | *1* | *1* | *1* | *1* |  | *0-4* | *2* | *7* | digest session, prime time |
| 6 |  |  | *1* | *1* | *1* | *1* | *0-4* | *1* | *5* | lunch |
| 7 | *1* | *1* | *1* | *1* | *2* | *1* | *0-4* | *2* | *9* | Prime time |
| 8 | *1* | *1* | *1* | *1* | *2* | *1* | *0-4* | *2* | *9* |  |
| 9 |  |  | *1* | *1* | *1* | *1* | *0-4* | *1* | *5* | evening |
| 10 | *1* | *1* | *1* | *1* | *2* | *1* | *0-4* | *2* | *9* | prime time |
| 11 | *1* | *1* | *1* | *1* | *1* |  | *0-4* | *2* | *7* | digest session, prime time |
| 12 | *1* | *1* |  |  | *1* | *1* | *0-4* | *1* | *5* | lunch |
| **Total** | ***10*** | ***9*** | ***10*** | ***9*** | ***17*** | ***10*** |  | ***19*** | ***84*** |  |

## Exhibition program

## Festival program

## Global Organic General Assembly

## Side events

# Logistics

**Logistics:** Tourist information and hospitality.

**Checklist:** *[Travel opportunities, accommodations, food, venues and how to reach venues, opportunities for other local experiences. Measures to ensure a green event, including organic foods and beverages (preferably locally sourced); recycling, composting and separation of waste; offsetting the events’ carbon footprint including participants travels; and environmentally-friendly sourcing.]*

## Host city

## Venues

## Participant management

## Information management

## Sponsored participants

## Services

### Transportation and accommodation

### Interpretation

### Food and beverages

### Media/advocacy services

## Sustainability management

# Marketing and Communication

**Communication and Promotion:** Interaction with (potential) delegates, advocacy and other relevant communications targets

**Checklist:** *[Communication and promotion strategies before, during and after the event. Available platforms, target groups and outreach opportunities.]*

## OWC products and pricing

### Conference

### Exhibition

### Festival

## Promotion

### Overall promotion strategy

### Campaigns and messages

## Sponsors and partners

### Sponsor categories and pricing

# Finance

**Finance:** Budget and budget assumptions, expenditures and income opportunities.

**Checklist:** *[Overview of expected income and expenditure including assumptions and evaluation of their robustness. Liquidity planning. This chapter should give clarity on the financial management system. Opportunities to invite low income participants, i.e. sponsored participants’ scheme.]*

## Financial strategy

## Profitability management

## Cash flow/liquidity management

# Appendices

## List of detail concepts to be developed

**Concept Lead Approval Developed until**

Communication concept

Forum concepts

Leadership forum

Farmer forum

Science forum

Plenary sessions

Sponsorship concept

## Important links and information

Website of the OWC [www.owc.bio](http://www.owc.bio)

Website of IFOAM - Organics International

[www.ifoam.bio](http://www.ifoam.bio)