**Launchpad Application Guidelines**

The organizers of the 2015 Global Landscapes Forum, to be held in Paris on 5–6 December, are calling for proposals by organizations to host a Launchpad to launch new research or initiatives to media and target audiences at the event. The 2015 Global Landscapes Forum is expected to be the largest event in Paris outside the COP itself, with an expected 2000 participants, including international media. Since its inception three years ago, the Global Landscapes Forum has become the leading platform for bringing together government, research, civil society and business from across the range of sectors that affect land-use decisions, including forestry, agriculture, water management and finance.

***Why host a Launchpad?***

A Launchpad serves as a side event dedicated to releasing new research or tools and launching new initiatives to participants at the Forum. Hosts of Launchpads benefit from the large target audience at the Forum, the media attention that it attracts and the services of a renowned global communications firm. Launchpads are open to all participants, but are especially targeted at international and specialist media covering the UNFCCC COP21 and the Forum. All Launchpads are strategically promoted as part of ongoing media outreach as part of the Forum more widely; teasers will be featured in pre-event media advisories distributed to more than 3000 selected environment and climate journalists, and information will be included in a dedicated online press room.

***What is the format of a Launchpad?***

Launchpads run for 20-30 minutes, with the length to be determined during the selection process. In exceptional cases and depending on the program, launchpads can run for more than 30 minutes. They are organized in the style of a press conference, with a short presentation of the new findings, tool or initiative by key spokespersons followed by a Q&A session with journalists and the general audience.

***What costs are associated?***

Holding a Launchpad costs **USD 3,000.** This fee goes toward the costs of organizing the event, the venue and supporting technology. All rooms will be fully equipped with audio and visual technology. This fee also includes the efforts of a global communications firm, which will be tasked with identifying, selecting and fine tuning the strongest proposals and leading strategic outreach to international media.

***How does the selection process work?***

Launchpads will be selected by the communications firm hired for the event, according to their expert assessment of the interest of the initiative or publication to the media. A requirement for Launchpads is that the subject must not have been released before the Global Landscapes Forum – part of their success depends on their being exclusive first to media at the event.

Selection criteria include:

* Newsworthiness of the initiative, research or tool (e.g. potential impact, significance to target audience, relevance to global issues, innovation, etc.)
* Research, initiative or tool has not previously been introduced
* Expected media interest in nominated spokespersons.

***How to apply***

Complete the application form on the following page and submit it to Ms. Ann-Kathrin Neureuther at [a.neureuther@cgiar.org](mailto:a.neureuther@cgiar.org). Ms. Neureuther can assist with any questions related to your application.

***Important dates***

**26 October:** Deadline for submitting applications

**2 November:** Organizers inform applicants of the outcome of their application

**7 November:** Deadline for successful applicants to submit detailed information for inclusion in online press room and media advisories and targeted pitches

**9 November:** Invoice sent to launch organizers

**Launches at the 2014 Global Landscapes Forum**

* The **20x20 initiative** was launched by CATIE, CIAT, WRI and IUCN in a high-level breakout during which six Ministers and six CEOs pledged to restore 20 million hectares of degraded land in Latin America by 2020
* **World Agroforestry Centre** launched its book *Climate-Smart Landscapes: Multifunctionality in Practice*
* **Global Forest Watch** launched new forest data, including information about controversial oil palm and paper and pulp plantations

**2015 Global Landscapes Forum**

**Application to Host a Launchpad**

(Please read the guidelines in conjunction with this application form)

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| **DISCLAIMER: By submitting this application, the sender confirms that this research or initiative has not been and will not be released before the Global Landscapes Forum, 5-6 December 2015.** |
| **Title of research or initiative to be launched** *(the title may be changed after acceptance, although the product may not)* |
| **Organization** *(name, email, tel, website)***:**  **Content focal point** *(name, email, tel)***:**  **Communications focal point** *(name, email, tel)***:** |
| **Describe the content of your launch in a way that would appeal to media, including the significance and context of the item being launched and what makes it new and different. Style this description as you would a media advisory.** *(max. 400 words)* |
| **Explain how the initiative, tool or research being launched is linked to the UNFCCC climate negotiations and/or the achievement of Sustainable Development Goals** *(max. 150 words)* |
| **Please include your suggested speaker lineup and any remarks on announcements a speaker may make.**  **We realize that the final speaker lineup is subject to change but this helps us get an overview on the level of speakers you are aiming for.**  **Speaker 1:**  **Speaker 2:**  **Speaker 3:**  **Speaker 4:**  **Speaker 5:** |
| **Include any other pertinent information about this research, tool or initiative** *(max. 150 words)* |