



BirdLife International Sponsorship Prospectus

8-11 September 2026 Nairobi, Kenya



NatureKenya
THE EAST AFRICA NATURAL HISTORY SOCIETY

WELCOME

In September 2026, the BirdLife family invites you to join us in Nairobi, Kenya for our quadrennial Partnership Meeting and second Global Flyways Summit.

BirdLife's President Her Imperial Highness Princess Takamado, our host Nature Kenya and I will welcome people from around the world to join a big conservation conversation.

The meeting takes place at a crucial time. 196 nations committed to halt and reverse the loss of biodiversity by 2030 but still 60% of all bird species are declining and 1 in 8 are at risk of extinction.

We will be joined by leaders from 124 BirdLife Partners, from business, from policy, from philanthropy and finance to share successes and challenges, while refreshing our ambition to scale up our work for even greater impact.

We learn best from each other when we work together. This is at the heart of BirdLife's mission – collaboration for collective impact.

A great example is BirdLife's Global Flyways programme which connects conservation across countries and continents to help birds and all life thrive.

To live in harmony with nature, we know that we need to transform our food, energy and industrial systems. This requires active engagement of all – by governments, by business, by finance and by civil society.

I look forward to seeing you in Nairobi so we can work out how to have greater impact together.

No one said delivering our ambitious vision for flyways, for forests, for marine, for climate, for preventing extinctions was going to be easy, but our job is to mobilise our global family, and deepen our collaborations with those that align with our agenda and which are genuinely productive.

As Margaret Mead said, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."



Martin Harper, CEO,
BirdLife International



WELCOME



It is my pleasure to welcome you to Nairobi for these important meetings between the global BirdLife Partnership and the world's leading scientists, conservationists, policymakers, business and finance executives and many other innovators in the fight to save our planet.

Nature Kenya is proud to be the Kenyan Partner of BirdLife International. We know firsthand the global impact BirdLife has with our collaborations across Africa and other continents. We look forward to seeing you and sharing Kenyan hospitality and our commitment to a sustainable future for our planet.

Dr Paul Matiku, Executive Director,
Nature Kenya

ABOUT



We're BirdLife International, the only global Partnership conserving birds and all life on our planet.

We're made up of 124 worldwide conservation organisations and a Global Team. We work side by side, tackling some of the natural world's most pressing issues. We carry out conservation rooted in regional knowledge, working alongside Indigenous Peoples and local communities to create sustainable change.

Together, we are the global authority on birds.

Together, we are BirdLife International.

BirdLife International is the only global Partnership protecting birds and all life on our planet. As a Global Team working with national conservation organizations in 119 countries, we unite and strengthen action across borders. We are the global authority on birds; we conduct world-leading research, build solutions, and influence decision makers to conserve nature around the world.

[VIEW OUR BRAND STORY](#)

Birds are our compass.

The health of birds reveals the health of our planet – they show us where nature needs us most urgently. Using birds as our guide, we tackle some of the natural world's most pressing issues. We prevent extinctions. We look after the most vital habitats. We make human activities kinder to nature. And we rally society to take positive action.





International is a very important quality these days.

In fact, I suspect that it may be more important now than it has ever been.

And no animals surely are more international than birds, so any organisation that aims to care for them has to be international itself, and this one most certainly is.”

Sir David Attenborough

September 2022 Global Partnership Meeting

[VIEW FULL ACCEPTANCE SPEECH](#)

IMPACT

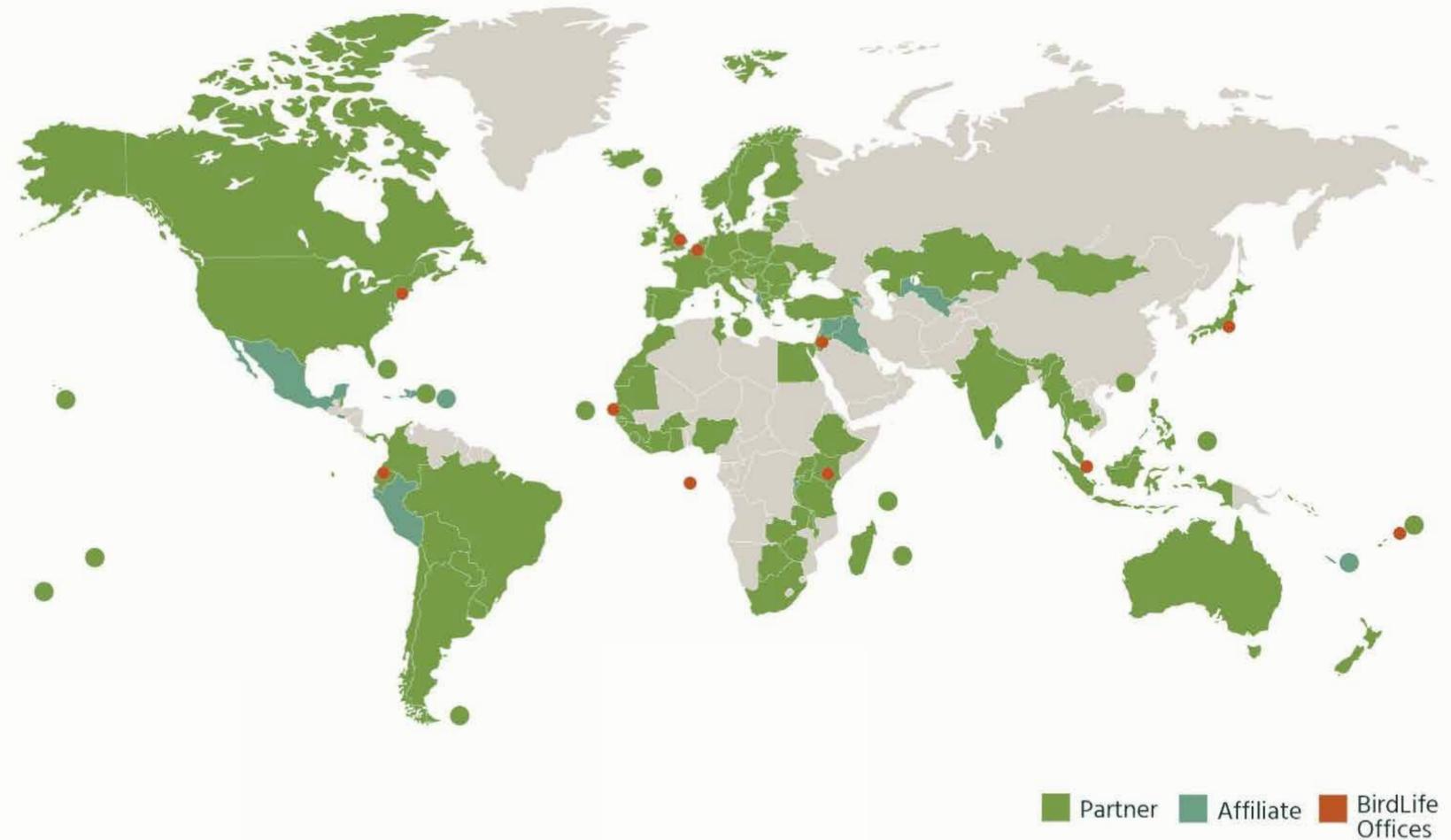


Some of our key numbers

124 Partners

119 Countries

18 Million people engaged



We've helped over **700** threatened bird species survive. We've convinced governments to protect more than **1.3 million km²** of natural habitats. We've influenced industries to make nature an intrinsic part of their work. And, we've engaged over **18 million** people across the world to support, stand up for, or take part in conserving birds and all life.

GLOBAL PARTNERSHIP MEETING



BirdLife’s uniqueness lies in it being a Partnership of local nature conservation organisations. At our Global Partnership Meeting, we join collectively to elevate our work regionally and globally. At this scale and with this combined practical experience, effective impact results. We save species and habitats, fight the catastrophic loss of nature and address the climate emergency.

We don’t parachute in. We’re already here, there – locally and nationally.

At our Global Partnership Meeting, we convene from the four corners of the globe every four years to exchange experiences, compare notes, challenge and check each other. These critical face to face conversations supercharge our work for the following years.

Joining us are other global conservation leaders, philanthropists, high-level policy, business and other decision-makers, youth leaders and environmental experts.

For example, forest teams from Indonesia, the Congo and Paraguay build each others capacity to save the planet’s last great carbon sinks. Or marine teams from Namibia, Fiji and the UK brainstorm

new techniques to reduce devastating fishing practices and identify new marine protected areas.

Our business and science teams refine and review our range of our global science and biodiversity data and tools which inform international business and policy dialogues. In the field of ‘environment & ecology’, BirdLife is ranked #1 in the UK and #3 globally for high impact research. Locally, our Partners provide acute insight at both a landscape and community level of issues and solutions and have the legitimacy to engage and advocate at all levels of government.

We review together powerful tools such as our Integrated Biodiversity Assessment Tool (IBAT). IBAT integrates the databases of KBAs, IUCN Red List species and Protected Areas. This helps avoid conflict between nature and energy developments from poorly sited energy projects. BirdLife International is the world authority in the field of sensitivity mapping – overlaying resource potential with avian sensitivity.

So when we assemble we’re powering practical impactful tools and solutions for businesses, governments and finance to ensure the most effective and targeted impact. When you join and sponsor us, you help ensure the engagement the planet needs from all to halt the nature and climate crises.



HIH Princess Takamado,
Honorary President,
BirdLife International
© Mariko Tagashira



GLOBAL FLYWAYS SUMMIT

Our Global Flyways Summit, which follows immediately on the heels of the Global Partnership Meeting, brings together local Partners, finance and business partners, and national and multilateral government agencies – all to advance our innovative and integrated approach to stepping up regional conservation collaboration to save species and sites, halt the loss of nature and fight the climate crisis.

For example, our East Asian Australasian Flyway (EAAF) initiative is a partnership with the Asian Development Bank (ADB) and others with the goal of mobilising over \$3 billion in investments. Flyways teams from along the EAAF link up from Bangladesh, China, Korea, Cambodia, Indonesia, Malaysia to the Philippines and Australia. 50 million migratory waterbirds and nearly 600 migratory bird species – a third of the world’s total. It covers 37 countries from arctic Russia to New Zealand. It’s not enough to protect one habitat in one location; we must safeguard connected habitats. And only BirdLife has created a global set of initiatives to protect the world’s four major flyways; the East Asian-Australasian, Central Asian, African Eurasian and the Americas.

At the Global Flyways Summit, we’ll explore the needed financial flows, civil society granting mechanisms, the barriers and opportunities, energy safe nature transitions, wetlands and forest restoration and conservation – with our partners the Asian Development Bank (ADB), the Development Bank of Latin America and the Caribbean (CAF), the World Bank and governments, philanthropists and funds such as the Global Environmental Facility.



BECOME A SPONSOR

BirdLife invites you and your organization to participate in our Global Partnership Meeting & Flyways Summit. The meetings will be attended by over 400 scientists, conservation practitioners, high profile dignitaries, politicians, and business leaders from across the world.

It is the perfect opportunity for you to:

- engage, network and create the necessary new collaborations with international conservation leaders and other businesses working to meet the planet's crises
- increase your brand's visibility and credibility in the conservation and sustainability space. Our BirdLife Magazine is available digitally to the Partnership's over 10+ million supporters
- ensure global media coverage.

By helping to finance these critical conferences, we'll ensure your branding is visible across all our platforms, gaining exposure to this global audience of leaders and experts in one fell swoop, before, during and after.

From video presentations and loops on the venue's multiple screens, to features in our acclaimed BirdLife Magazine and a special event Magazine and social media collaborations from Instagram to LinkedIn, you and your brand will be seen – and seen to be working with and helping provide the

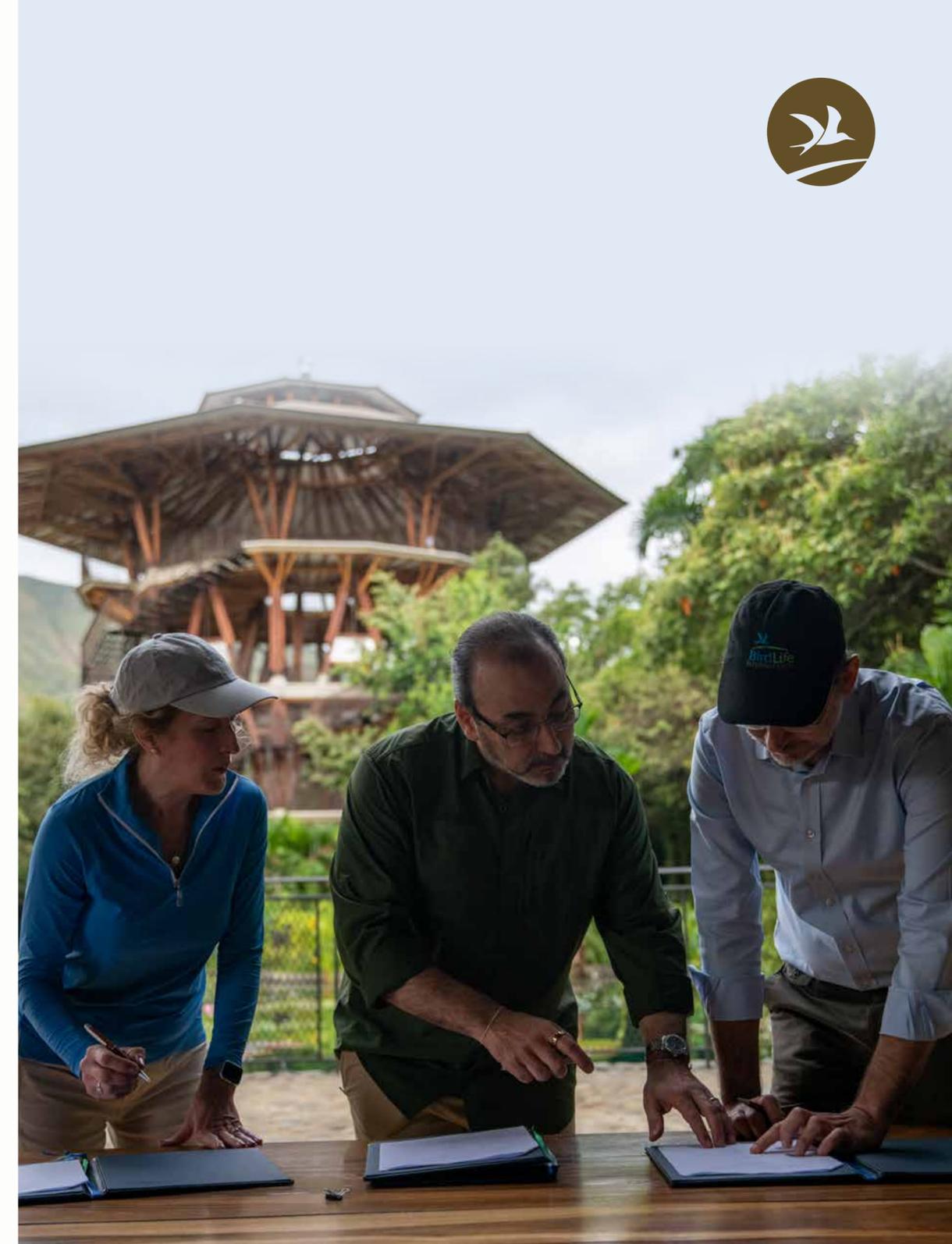
rocket fuel for the world's most powerful Partnership saving our planet for nature and people.

That kind of commitment elevates you and reinforces your brand as being leaders in saving the planet and sustainability.

As the world's leading authority on birds and nature, BirdLife International— through its global Partnership of NGOs—can help your company make a real, lasting impact for the planet. By sponsoring and joining us you can help create the sparks that ignite change and action. And beyond the brand value you receive, you're providing the philanthropy that powers the essential work we're doing around the world to save nature and the planet. We know we're at a tipping point. We know we all need all hands on deck. So stand with us; we can achieve more by working together.

The BirdLife International Global Partnership Meeting and Global Flyways Summit is a rare opportunity for Sponsors to:

- Amplify the work of the BirdLife global Partnership to protect our planet
- Demonstrate leadership in conservation and sustainability
- Connect and network with BirdLife's 124 Partners, the planet's leading scientists, conservationists and ornithologists
- Engage local communities including the youth of the world's fastest growing continent
- Be part of the solution to save birds and the habitats we all depend upon.



L-R: Elizabeth Gray, CEO Audubon; Sergio Díaz-Granados, Executive President of Development Bank of Latin America and the Caribbean; Martin Harper, CEO BirdLife International © Jair Coll

SPONSORSHIP BENEFITS

	Headline/ Premiere Sponsor £150K (1 available)	Gold Sponsor £75K (4 available)	Silver/Regional Sponsor £50K (6 available)	Bronze Sponsor £25K (10 available)	In-Kind Services Sponsor (Price and amount available varies)*	Scholarship Sponsor £3,500** (400 available)
Participation in CEO to CEO conversations and exclusive Dinner reception with HH Princess Takamado, BirdLife's Honorary President	✓					
Participation in high-level panel(s) to help develop shared understanding of how to move the needle	✓	✓				
Facilitation of meetings with BLI Partners	✓	✓	✓			
Communication and high quality content creation opportunities including branding presence in our global offices in Nairobi, Brussels, the USA, Singapore, Quito, Sydney, Amman and Suva	✓	✓	✓			
Engagement opportunities for your community and network	✓	✓	✓	✓		
Brand presence and visibility	✓	✓	✓	✓	✓	
Extensive access with free registrations and VIP passes (# varies)	✓	✓	✓	✓	✓	
Listing as Scholarship Sponsor						✓

*Benefits linked to value of provision of services

**Scholarship sponsorship includes airfare, accommodations and meals, registration

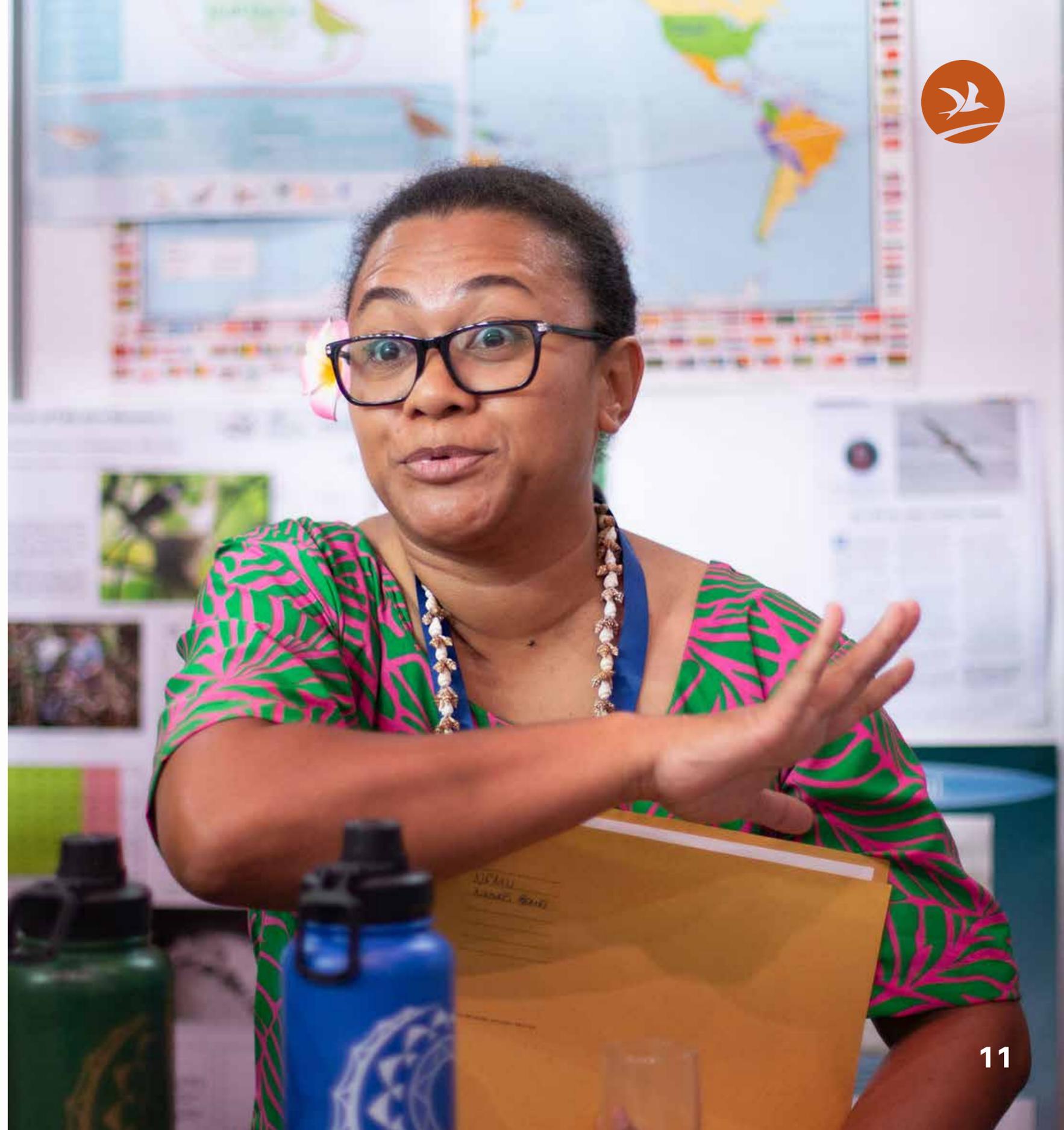
SCHOLARSHIPS FOR DELEGATES

The global Partnership Meeting represents an unparalleled opportunity for conservationists from across the world to share knowledge and best practice, showcase their work and create national and international collaborations. It offers a chance to be inspired and build the capacity necessary to address future global conservation challenges.

For many delegates, this will be a life-changing experience, opening the door to new ideas and opportunities that will transform the contribution they can make to conservation in their home country. For many, however, this will only be possible with the help of financial sponsorship. And a relatively modest investment in our shared future can deliver substantial results – as shown by the testimonials of delegates who received sponsorship to attend our 2022 World Congress in London.

Scholarships can be provided for as little as £3500 or \$4500.

Your sponsorship of Scholarships will receive highly visible acknowledgement through our platforms and fun collateral.



TESTIMONIALS



“ The Global Partnership Meeting has always been an inspirational get-together of some of the world’s most effective, dedicated, and inspirational conservationists. Supporting and attending the meeting has been a great way to keep abreast of conservation challenges, **contribute to a greater understanding of the role business can play in biodiversity, and showcase our products.**”

Dale Forbes – Head of Marketing Strategy and Insight, Swarovski-Optik



“ At our last Global Partnership Meeting, I met hundreds of conservationists from around the world, reinforced old links and built new ones. I was also keen that **we share our experience in saving birds and habitats with the rest of the conservation community**, and one of the best ways to achieve this

was through the BirdLife Global Partnership Meeting.”

Dr. Vikash Tatayah – Mauritius, Previous Sponsorship delegate Global Partnership Meeting



“ Our Global Partnership Meetings are singularly powerful opportunities for us to come together to share our successes, compare notes and lessons learned. They are really rocket fuel for our stepped up impact and always create unexpected moments that truly prove that **our Partnership is greater than the**

sum of its parts. There is no substitute for the face to face meetings, chance encounters and inspiring talks.”

Nunia Thomas – Director, Naturefiji-Mareqetiviti



“ As the CEO of SEO/ BirdLife, I treasure the opportunities that the Global Partnership Meeting offers to collaborate with my BirdLife colleagues from around

the globe as well as connect with leaders in finance, government policy, other scientists and conservationists. Many an initiative has emerged over the years from the dynamic discussions that take place – **it’s like an incubator of ideas for saving our planet. Be part of the power of many.**”

Asuncion Ruiz, Executive Director, SEO/BirdLife



PROGRAM

At our meetings, BirdLife's Partners from around the world highlight and share lessons learned from their conservation work. This event also offers opportunities for your company to discuss your work and products with international VIPs and conservation leaders.

Among the planned panels and colloquies, to which sponsors may be invited to participate are the following:

- 2026: The Year of Pastoralists and Rangelands
- Corporate Partnerships: How do Conservation Partners and Businesses can get the most out of engaging with each other
- Site based conservation – progress on identifying, monitoring and conserving IBAs/KBAs (and the necessary funding – innovations and lesson sharing across the Partnership and with business and philanthropy.
- Engaging with Regional, National, and Global Policy Landscapes. Embedding flyways in policy mechanisms
- Launch of The State of the Worlds Birds report
- Flyways: Where are we now?
- Launch of State of the World's Flyways
- Financial Flows for Flyways; panel discussion between Conservation, Finance & Government
- Energy safe Nature Transition and Flyways
- Marine Flyways
- Illegal Killing of Birds



3 day program				
Day 1	Day 2	Day 3	Day 4	Day 5
<p>Each of BirdLife's 6 global regions, Africa, Americas, Asia, Europe & Central Asia, the Middle East and the Pacific take this day to meet individually. If your business or organisation has a particular interest in one of these regions, this day presents a unique opportunity to meet with its leading scientists and conservationists in one fell swoop.</p>	<p>Introduction to the Thematic Sessions</p> <p>Welcome remarks – Mike Rands, BirdLife Global Council Chairman, Paul Matiku, CEO of Nature Kenya and Martin Harper, BirdLife CEO</p>	<p>Site based conservation – progress on identifying, monitoring and conserving IBAs/KBAs (and funding all this) – innovations and lesson sharing across the Partnership</p>	<p>1. Flyways: Where are we now?</p> <p>2. Launch of State of the World's Flyways</p>	<p>Guided Birding and Conservation Site Visits by our Partner Nature Kenya</p>
	<p>Welcome speeches by the CEO of Nature Kenya and BirdLife International</p>	<p>Engaging with Regional, National, and Global Policy Landscapes</p>	<p>Financial Flows for Flyways (FFF): An interview with ADB/World Bank/CAF.</p>	
	<p>Recognition and awards for conservation achievements</p> <p>Presenting the President's Medals</p>	<p>Corporate Partnerships: How to get the most out of engaging with business partners</p>	<p>Breakout workshop: Civil society granting mechanisms for flyways; barriers and opportunities</p> <p>Breakout workshop: Embedding flyways in policy mechanisms</p>	
	<p>Recognition of Partners (individuals and organisations) that have had made exemplary contributions to BirdLife by HIH Princess Takamado</p>	<p>Species: Debating a species focus in landscape, seascape and systems initiatives</p>	<p>Energy safe Nature Transition and Flyways</p> <ul style="list-style-type: none"> - AVISTEP - where are we now and what needs to happen next - The energy transition and challenges – hear from energy companies, and governments 	
	<p>Key Note Speech from external speaker</p> <p>Possible focus areas or relevance to BLI include;</p> <ul style="list-style-type: none"> - The role of civil society in a changing world - the Conservation Funding Gap - with changes in global Official Development Assistance related funding; what next? 	<p>Launch of The State of the Worlds Birds report</p>	<p>Breakout workshop: Marine Flyways</p> <p>Breakout workshop: Illegal Killing of Birds (Report and updates since)</p>	
	<p>Dinner for both events with Recognition and Awards, Sponsors Table</p>	<p>Informal Bush BBQ</p>	<p>Feedback on Parallel plenaries and workshops</p> <p>Where and what next for flyways?</p>	

For inquiries or more information
about Sponsorship Opportunities,
visit birdlife.org/GPM-GFS-Sponsorships/
or contact Heidi.Whitman@Birdlife.org

