



6MPCW TUNISIA 2027

6th MEDITERRANEAN PLANT CONSERVATION WEEK (6MPCW)



19-23 APRIL 2027



Hôtel Regency Gammarth
TUNISIA

Bridging Continents:

*from a shared biogeographical legacy to
a shared plant conservation responsibility*

Concept note for the 6th Mediterranean Plant Conservation Week (6MPCW) 19-23 April 2027, Regency Gammarth Tunisia

Bridging Continents: from a shared biogeographical legacy to a shared plant conservation responsibility

Background and Rationale

The Mediterranean Basin is a major hotspot of floristic and evolutionary biodiversity and plays a crucial role in global plant conservation. It hosts an exceptionally rich and unique flora, characterized by a high level of endemism. However, this remarkable biodiversity is increasingly threatened by human pressures and climate change, resulting in habitat degradation and a growing loss of plant diversity. A significant proportion of plant species in the region is now considered to be at risk of extinction.

To address these challenges, the International Union for Conservation of Nature (IUCN) by its Mediterranean Plant Specialist Group has coordinated plant conservation efforts across the Mediterranean region. In collaboration with the Network of Mediterranean Plant Conservation Centres (GENMEDA) and with the support of the Critical Ecosystem Partnership Fund (CEPF), the IUCN launched the Mediterranean Plant Conservation Week (MPCW) initiative in 2016.

MPCW is an ongoing forum that promotes a proactive and collaborative approach to the conservation of Mediterranean flora. It brings together practitioners, key stakeholders in sustainable development and plant scientists from Southern Europe, North Africa and the Middle East. Held every two years, the initiative has already convened several successful editions across the region, including in Montenegro - Ulcinj, (2016), Malta - Valletta (2018), Greece - Chania (2021), Spain - Valencia (2023) and Cyprus - Limassol (2025).

After the first edition in Montenegro, CIHEAM –MAICH has been actively involved in all subsequent editions of MPCW with the direct and indirect support of CIHEAM, while in 2021, the 3rd MPCW was organized at MAICH Conference Centre premises.

Currently, for the organization of the 6th edition (6MPCW) in Tunis, undertaken by Dr. Imtinen Ben Haj Jilani, Associate Professor at the Institut National Agronomique de Tunisie, University of Carthage, CIHEAM-MAICH will be one of the main coorganizers and financial guarantors, within the framework of the long-standing collaboration with IUCN, CEPF and with Imtinen Ben Haj Jilani, its alumna and also President of the GENMEDA Network (Network of Mediterranean Plant Conservation Centres), of which CIHEAM-MAICH is also a member. The 6MPCW will be spearheaded by the Institut National Agronomique de Tunisie (INAT, University of Carthage), and co-organized by CIHEAM-MAICH, IUCN, CEPF, and the GENMEDA Network.

The 6th edition (6MPCW) will be held for the first time on the southern shore of the Mediterranean, in Tunisia. Tunisia's strategic location at the crossroads of Africa, Europe and Asia will not only encourage but also facilitate the participation of stakeholders from North Africa and the Middle East, regions that have often been underrepresented in previous events.

This choice will strengthen the connection between the Eurasian and African continents, which share a deep historical and biogeographical heritage. The conference aims to advance plant conservation efforts in response to the urgent challenges facing our shared natural and cultural heritage, climate and ecosystems by fostering cooperation among countries and pooling expertise. These challenges require collective action, mutual learning and solidarity.

For these reasons, the conference's motto is: "Bridging Continents: From a shared biogeographical legacy to a shared plant conservation responsibility".

The 6MPCW will bring together a diverse range of stakeholders, including botanists, practitioners, protected area managers, botanic gardens, seed banks, policymakers, civil society organizations, and students. Approximately 200 people from across the Mediterranean Basin and beyond are expected to attend. It will provide a unique platform to share knowledge, expertise and best practices related to the conservation of the native Mediterranean floristic heritage, with particular emphasis on endemic, rare and threatened plant species, as well as the cultural practices and traditions that shape Mediterranean identity.

The five-day conference will feature a dynamic scientific program combining keynote lectures, oral presentations, poster sessions, panel discussions, side events, training sessions and a field trip.

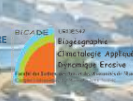
The lectures will explore a broad range of interrelated themes, including the identification of priorities for plant conservation; the role of inventories and field-based research in informing conservation strategies; the integration of plant conservation into protected area management; ecological restoration and both in situ and ex situ conservation approaches, particularly in response to pressures such as invasive species and climate change; the conservation of Mediterranean trees and forests; as well as the interlinkages between conflict and conservation, particularly in fragile and crisis-affected contexts. Cross-cutting issues such as policy development, governance, communication, education and community engagement will also be addressed to promote more inclusive and effective conservation practices.

Additionally, the conference will feature two dedicated side events. One will focus on traditional knowledge and ethnobotany as vital biocultural heritage that must be preserved. The other will recognize the commitment and achievements of young plant conservationists in the Mediterranean region with the Young Conservationist Award.

Following the conference, an additional two-day workshop at the same venue will be devoted to training sessions specifically designed for civil society organizations, particularly the CEPF's grantees.



Organised By:



Objectives

The conference's main goal is to strengthen plant conservation efforts across the Mediterranean region by fostering collaboration, knowledge exchange and capacity building among key stakeholders, in line with the conference motto: "Bridging Continents: From a shared biogeographical legacy to a shared plant conservation responsibility". Guided by a spirit of solidarity and inclusiveness, the conference embraces the principle of "leaving no one behind", ensuring that conservation efforts actively support and include countries facing conflict, instability or humanitarian crises. More specifically, the conference aims to:

- 1. Promote a shared understanding of the conservation challenges affecting Mediterranean flora, particularly endemic, rare and threatened plant species.*
- 2. Foster stronger cooperation and solidarity between countries across the Mediterranean, including those facing conflict, instability or humanitarian crises, to ensure more inclusive and equitable conservation efforts.*
- 3. Facilitate the exchange of scientific knowledge, practical experience, and best practices in plant conservation through participatory approaches, such as citizen science.*
- 4. Support the integration of plant conservation into policy frameworks, governance systems and protected area management, including in fragile and resource-limited settings.*
- 5. Highlight the importance of biocultural heritage, including traditional knowledge and ethnobotanical practices, as part of a shared Mediterranean legacy.*
- 6. Strengthen capacities of stakeholders, particularly civil society organizations and actors operating in challenging contexts, to design and implement effective, participatory and well-governed conservation actions.*

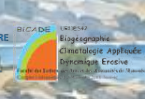
Thematic areas

1. Defining priorities for plant conservation.
2. Inventories and field work: the role of science in guiding plant conservation efforts
3. How to integrate plant conservation into protected areas management
4. Ecological restoration, and in situ and ex situ conservation techniques
5. Trees and forest conservation in the Mediterranean
6. Policy, communication, education and community participation towards inclusive conservation
7. Conflict and conservation

Side events

1. Traditional knowledge and ethnobotany: a biocultural legacy to be conserved
2. Young Conservationist Award

Organised By:



Target audience

The conference is open to anyone involved in the documenting, promoting and conserving native Mediterranean flora, such as:

- **Researchers and academics**
- **Policy makers and governmental institutions**
- **Civil society organizations, NGOs and international organizations**
- **Practitioners**
- **Protected area managers**
- **Botanic garden and Seed bank personnel**
- **Students and early-career scientists/conservationists**
- **Private sector stakeholders**

Expected outcomes

The conference is expected to deliver the following outcomes:

1. Reinforced regional dialogue and cooperation reflecting a shared commitment to plant conservation across continents and cultures, in line with the principle of "leaving no country behind".
2. Strengthened networks and partnerships, with greater inclusion of stakeholders from underrepresented countries and those affected by conflict or crisis.
3. Improved knowledge sharing and dissemination of best practices adapted to diverse contexts, including fragile and high-risk environments, and promoting the role of citizen science in data collection and monitoring.
4. Enhanced capacity of participants, particularly civil society organizations, to implement inclusive, resilient, participatory and well-governed conservation actions.
5. Identification of priority actions and strategic directions for future plant conservation initiatives and strengthened conservation governance in the region.
6. Promoted inclusive approaches to conservation, such as recognizing traditional knowledge and engaging local communities in citizen science initiatives.
7. Stronger integration of scientific, policy and community-based approaches to conservation across the Mediterranean region.
8. Greater visibility and recognition of young conservationists and emerging actors in the field, especially those from regions facing structural challenges.

Format of the conference

- Opening ceremony
- Keynote lectures
- Oral presentations
- Poster sessions
- Panel discussions
- Side events
- Training sessions
- Field trip

Date and Venue

The 6MPCW will take place from April 19 to 23, 2027, in Gammarth, a northern suburb of Tunis. It will be held at Regency Gammarth hotel.

Geographical reach: The Mediterranean and beyond

Reflecting the conference's ambition to bridge continents, participants will represent countries from across the Mediterranean Basin, including Southern Europe, North Africa and the Middle East, as well as from other regions sharing similar conservation challenges and interests.

Organizing committees

The 6MPCW is organized by a general organizing committee, a local organizing committee and a scientific committee, ensuring strategic oversight, logistical coordination and scientific quality. The organization is also supported by a local event management agency with extensive experience in delivering international scientific events.

General Organizing Committee



Pierre Carret, Critical Ecosystem Partnership Fund (CEPF), France



Head: Bertrand de Montmollin, International Union for Conservation of Nature IUCN/SSC Mediterranean Plant Specialist Group (MSPG), Switzerland



Imtinen Ben Haj Jilani, Institut National Agronomique de Tunisie (INAT) & GENMEDA Network of Mediterranean Plant Conservation Centres



Olga Mayoral Garcia-Berlanga, University of Valencia - Botanical Gardens, Spain



Marios Andreou, Frederick University, Cyprus



Panagiota Gotsiou, Mediterranean Agronomic Institute of Chania (CIHEAM-MAICH), Greece



Katerina Karapatakis, Mediterranean Agronomic Institute of Chania (CIHEAMMAICH), Greece

Organised By:



Scientific Committee



Marios Andreou, Frederick University, Cyprus



Head: Olga Mayoral Garcia-Berlanga, University of Valencia - Botanical Gardens, Spain



Gianluigi Bacchetta, University of Cagliari, Italy



Bertrand de Montmollin, International Union for Conservation of Nature IUCN/SSC Mediterranean Plant Specialist Group (MSPG), Switzerland



Pierre Carret, Critical Ecosystem Partnership Fund (CEPF), France



Imtinen Ben Haj Jilani, Institut National Agronomique de Tunisie (INAT) & GENMEDA Network of Mediterranean Plant Conservation Centres



Christini Fournaraki, Mediterranean Agronomic Institute of Chania (CIHEAMMAICH), Greece



Emilio Laguna Lumbreras, former director of Centre for Forestry Research and Experimentation (CIEF), Valencia-Spain



Costas A. Thanos, National and Kapodistrian University of Athens, Greece

Local Organizing Committee

- **Head :** Imtinen Ben Haj Jilani, Institut National Agronomique de Tunisie (INAT) & GENMEDA Network of Mediterranean Plant Conservation Centres
- INAT – IRESA - University of Carthage
- Research Unit Biogéographie, climatologie appliquée et dynamiques environnementales (BICADE - LR18ES13)
- Observatoire du Sahara et du Sahel (OSS) 5
- WWF-NA
- Institut National de Recherches en Génie Rural, Eaux et Forêts (INRGREF)
- Institut des Régions Arides (IRA) – Medenine
- National Gene Bank (NGB) of Tunisia
- Direction Générale des Forêts (DGF)

Organised By:



Visual identity & Communication tools Logo concept and symbolism

As the Mediterranean Plant Conservation Week is being held for the first time on the southern shore of the Mediterranean, in Tunisia, the motto "Bridging Continents: From a shared biogeographical legacy to a shared plant conservation responsibility" is embodied in the conference logo. The design features *Rumex tunetanus*, an emblematic plant species of Tunisia, which symbolizes a natural bridge spanning both sides of the Mediterranean and connecting the continents. It also represents a shared biogeographical heritage, which is reflected in its deeply rooted presence in the region, and a collective responsibility for conserving plants across the area. The colour palette of blue, green and yellow reflects the Mediterranean Sea, biodiversity and the region's mild climate. The logo takes the form of a watercolor illustration, drawn by Serge Muller, thereby bringing an artistic and cultural dimension to the conference identity.

Communication and dissemination

- Website and social media
- Call for abstracts
- Print
- Média compain

Communication plan details

WEB & RÉSEAUX SOCIAUX

- ▶ Social Media Campaign
- ▶ Promotional Videos
- ▶ Testimonial Videos and Interviews
- ▶ Online registration and ticketing management
- ▶ Participant management (check-in and on-site follow-up)
- ▶ Automated email communications
- ▶ B2B and B2C networking opportunities
- ▶ Targeted access and distribution
- ▶ Promotion and visibility: Targeted promotion of the event to over 20,000 international audiences to enhance its visibility and appeal.

RADIOS

- ▶ Radio Campaign
- ▶ Radio Show Presence
- ▶ Event Coverage
- ▶ Live Broadcast on the Day of the Event

TV

- ▶ TV appearance
- ▶ TV studio during the congress

PRESSE

- ▶ (01) Press releases
- ▶ Event coverage
- ▶ Interviews

PHONING

- ▶ Prospects
- ▶ Participants

PACKS PLATINUM SPONSOR

- ✓ 5 full VIP passes (conferences + events)
- ✓ Logo on cover and official materials
- ✓ "Partner" designation
- ✓ Stage & backdrop branding
- ✓ Media & press release visibility
- ✓ Inclusion in post-event reports & publications
- ✓ Maximum visibility & exclusivity
- ✓ Reserved conference table + cocktail reception
- ✓ Networking access with international experts
- ✓ Dedicated video (interview / branding)

25 000 DT

PACKS GOLD SPONSOR

- ✓ 2 full VIP passes (conferences + events)
- ✓ Logo on official materials
- ✓ Stage & backdrop branding
- ✓ Media & press release visibility
- ✓ Inclusion in post-event reports & publications
- ✓ Maximum visibility
- ✓ Reserved conference table + cocktail reception
- ✓ Networking access with international masters
- ✓ Dedicated video (interview / branding)

10 000 DT

PACKS SILVER SPONSOR

- ✓ 1 full VIP access (training + events)
- ✓ Logo on official materials
- ✓ Stage & backdrop branding
- ✓ Media & press release visibility
- ✓ Inclusion in post-event reports & publications
- ✓ Maximum visibility & industry exclusivity
- ✓ Dedicated video (interview / branding)

5 000 DT

Proposed thematic framework and provisional programme structure for the next Mediterranean Plant Conservation Week

The conference will be structured around a set of broad thematic sessions intended to reflect key challenges, current advances, and emerging opportunities in Mediterranean plant conservation. These themes are meant to guide submissions and stimulate discussion, while remaining open enough to welcome diverse approaches, case studies, methods, and perspectives from across the region and beyond. We warmly encourage contributions from researchers, practitioners, protected areas managers, botanic gardens, seed banks, civil society organisations, public authorities, community initiatives, and early-career conservationists. Proposed contributions may address one or several of the themes below, but submissions that cut across themes or bring new perspectives will also be very welcome.

ON THE PROGRAM:

19 APRIL

OPENING CEREMONY

20 APRIL

Morning Session

1. DEFINING PRIORITIES FOR PLANT CONSERVATION

Afternoon Session

2. INVENTORIES AND FIELD WORK

21 APRIL

FIELD TRIP



22 APRIL

Morning Session

3. HOW TO INTEGRATE PLANT CONSERVATION INTO PROTECTED AREAS MANAGEMENT?

Afternoon Session

4. ECOLOGICAL RESTORATION, IN SITU AND EX SITU CONSERVATION TECHNIQUES

5. TREES AND FOREST CONSERVATION IN THE MEDITERRANEAN

23 APRIL

Morning Session

6. POLICY, COMMUNICATION AND COMMUNITY PARTICIPATION TOWARDS INCLUSIVE CONSERVATION
7. CONSERVATION IN TIMES OF CONFLICT AND CRISIS

'Side events'

TRADITIONAL KNOWLEDGE AND ETHNOBOTANY / YOUNG CONSERVATIONIST AWARD

CLOSING CEREMONY

Contact Information

Dr. Imtinen Ben Haj Jilani – Assistant professor at Institut National Agronomique de Tunisie (INAT) - imtinenjilania@gmail.com

Organised By:





REGISTRATION FORM FOR BUSINESSES AND ORGANIZATIONS

6TH MEDITERRANEAN PLANT CONSERVATION WEEK (6MPCW) 19-23 APRIL 2027, REGENCY GAMMARTH TUNISIA



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PARTICIPANTS

NUMBER OF PARTICIPANTS :

CONTACT REPRESENTING THE PARTICIPANTS

(Ms/Mr) Last Name:First Name:

Position:Email:Tel:

PARTICIPATION OPTION(S)

ACCESS OPENING CEREMONY



ACCESS TO THE CONFERENCE IS
SUBJECT TO ACCESS VALIDATION BY THE
ORGANIZER.



COFFEE BREAKS

6TH MEDITERRANEAN PLANT CONSERVATION WEEK 19-23 APRIL 2027



ACCESS TO THE EVENT.



ACCOMMODATION & TRANSFERS



GALA DINNER

FREE

XXX DHTT ★★★★★ 5 NIGHTS

XX € 5 NIGHTS

QTY:
TOTAL EXCLUDING TAX:

FREE

XXX DHTT ★★★★★ 5 NIGHTS

XX € 5 NIGHTS

QTY:
TOTAL EXCLUDING TAX:

PRICE
EXCLUDING VAT

+VAT 19%

Signature and stamp

Done at.....on.....

TOTAL

General Terms and Conditions of Sale:

The organizers reserve the right to modify the program if, despite their best efforts, circumstances require it. 2. Registration conditions: Registration fees include thematic sessions, plenary sessions, lunches, coffee breaks, and the cocktail reception. Upon receipt of your registration, we will send you an invoice. 3. Any cancellation received before May 10, 2027, will result in a refund of the registration fees, with the exception of a flat fee of 100 dinars (40 euros) retained for administrative costs. Any cancellation received after this date will result in full payment of the registration fees. These conditions also apply to any person absent on the day of the Congress and not replaced. Participants may be replaced by informing the organizing team in writing beforehand. 4. Payment is due upon receipt of the invoice: by check payable to Sorec Events, or by bank transfer. For Tunisian companies exempt from VAT, please attach your exemption certificate to this registration form.

Access to the Congress may be refused if the invoice is not paid in full. Following your registration in our database, you may receive offers for other events.

100% payment before the event

THANK YOU



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