

**Event Title:** From Mangroves and Seagrass to World Heritage: The Cherish the Nature Journey with IUCN and Chery

**Detailed Description:**

**Topic & Essence:**

This event showcases the multi-faceted "Cherish the Nature" global partnership between Chery and the International Union for Conservation of Nature (IUCN). It presents a holistic journey from local ecosystem restoration to global heritage stewardship, demonstrating how corporate investment in nature delivers tangible rewards for biodiversity, climate resilience, and community livelihoods. The session will explore the interconnectedness of coastal ecosystems (mangroves, seagrass) and iconic natural sites, framing them as critical assets for sustainable development.

**Objectives:**

1. To present the tangible outcomes and scalable models of the Chery-IUCN partnership in biodiversity conservation and climate action.
2. To highlight the dual benefits of investing in nature: enhancing ecosystem services (e.g., blue carbon, coastal protection) while supporting local economies and cultural heritage.
3. To foster dialogue on the role of the private sector in achieving global biodiversity targets, such as the Kunming-Montreal Global Biodiversity Framework.

**Target Audience:**

- EU policymakers and environmental regulators.
- Corporate sustainability leaders and ESG professionals.
- Conservation NGOs, research institutions, and academia.
- Representatives from the automotive and manufacturing sectors.

**Format:**

A 90-minute hybrid (in-person/online) panel discussion and interactive Q&A session. The format will include:

- **Keynote Presentation:** An overview of the "Cherish the Nature" initiative's global impact.
- **Expert Panel:** Featuring representatives from IUCN, Chery, and local project

partners.

- **Case Study Showcase:** Deep dives into specific project sites, including mangrove restoration in Malaysia and World Heritage site conservation efforts.
- **Audience Engagement:** Live polling and Q&A to discuss challenges and opportunities in corporate-nature partnerships.

**Notable Speakers:**

- **Speakers:** Senior representatives from IUCN and Chery's Global ESG and Sustainability leadership; local conservation partners from project sites (e.g., Malaysian Nature Society).