



A guide to organising an Edge Event as part of IPCUK 2015

IPCUK will be a collaborative effort of the whole international permaculture network. We are aiming to use the events to make closer links with the many other wonderful organisations and networks that are also working for Earth Care, People Care and Fair Shares! Through the Edge Events we want to reach new audiences and extend the networks, and ensure that we learn as much as possible from the permaculture practitioners that will be joining us from over 50 countries.

Edge Events will broaden the experience for delegates and showcase the wide range of permaculture activities taking place in Britain .

What is an Edge Event?

Around the edge of the core IPCUK conference and convergence will be courses, workshops, lectures, visits and tours, volunteering, permablitzs and lots more. We will have some of the world's most experienced and inspirational permaculture designers and project leaders. Let's learn as much as we can from them. We're looking for individuals and groups to help organise IPCUK edge events.

The Edge Events working group have some specific ideas, but welcome expressions of interest to hold other events. We are particularly keen to have some design courses before the Conference and tours after Convergence.

- International Permaculture Design Courses, with teachers from Britain and the rest of the world. There should be a genuine connection - trainers attending IPCUK and ideally a mix of international and home tutors.
- Teacher training, again with Britain and international trainers.
- Tours after the convergence. Starting on 16 September and typically lasting between 2-4 days.
- Longer tours again starting after Convergence.
- Volunteer placements and stays at permaculture projects. Like WWOOFing.
- Permablitzs and other place-based community activity
- Lectures
- Courses, workshops and master-classes ranging from ½ day to a week.
- Art / music / comedy / fashion event

Who will come?

British and European participants - people interested in permaculture / sustainability / transition / specific fields, such as regenerative agriculture. This could be a very large audience, and is **not limited to people that will be attending the Conference or the Convergence**. The Edge Events can be used to engage a much bigger audience - in Britain and Europe. Think widely about who your participants could be.

International delegates who will be coming for the IPC specifically - likely to come early or stay later. For these people the Edge Events need to be either just before the conference or straight after the convergence. This is estimated to be between 300 - 500 people overall. Your Edge Event participants could include some very talented people - this could be an opportunity - i.e. potential speakers at your local town hall...

Key dates:

- August 2015 onwards: IPCUK Edge Events start
- Tuesday 8 & Wednesday 9 September 2015: IPCUK conference in central London
- Thursday 10 - Wednesday 16 September: IPCUK convergence at Gilwell Park, Essex, on the edge of London.
- Wednesday 16 September: departures from convergence to **IPC Edge Events** across Britain and Europe.

Fundraising and sponsorship

We are looking for grants, donations and sponsors so that we can make the event as affordable as possible for people from across the international permaculture network. We also want to raise funds so we can provide bursaries for delegates from financially poorer countries. Half of any surplus generated by IPCUK overall events will be passed on to IPC-India, who are hosting the IPC in 2017. Let's be creative and raise some funds!

Coming up with a cost

Please consider the following factors:

- Travel and accommodation costs, if you are offering this
- Venue costs
- Food and drinks (again, if you are offering this)
- Tuition and/or staff
- Materials and equipment
- Insurance
- Reduced rate for participants who have IPC scholarships to attend
- What surplus are you looking to generate
- How much are you looking to donate as part of a profit share arrangement
- Booking and admin costs. If you are using the Permaculture Association booking system please budget on 5%
- You should also allow a small contingency for unforeseen costs

Promotion

- The Communications working group are developing an extensive strategy to ensure we reach far and wide with publicity.
- The IPCUK Media working group will be coordinating efforts to raise the profile of all IPCUK events on television, radio, newspapers, magazines and blogs.
- Specific logos for the IPCUK and Edge Events have been developed. Publicity materials and templates will be available.
- Edge Event hosts and organisers will also help to let people know about the events, and if we work together this can massively increase our impact.

How the money will work

The Permaculture Association has an events booking system that you can use to take registrations and card payments. Edge Event organisers can make use of this system which includes a 5% charge per booking to cover payment fees, staff time and a small contribution to the IPC overall. These fees will be banded in accordance with the cost of the event. Invoicing will be organised through the Permaculture Association who will also oversee the refund policy for participants and edge event organisers.

All events will need to demonstrate that they are financially self sufficient and should plan to make a modest surplus. Whilst we are anxious to keep the events as affordable as possible for the delegates, we also recognise the need to obtain a yield.

At the same time and in the spirit of fair shares we will be seeking an agreement to share any profits to help towards the general fundraising effort to ensure the IPC makes a surplus.

We are busy raising funds to support a number of international scholarships. We'd like Edge Event organisers to offer places to these people at cost price or as a gift.

How to submit a proposal

If you are interested in organising an Edge Event please complete the application form available at ipcuk.events/edge

We will then confirm if your proposal is accepted as an IPCUK Edge Event, draw up an agreement and promote the event as an integral part of IPCUK.

We look forward to hearing from you and in the meantime please direct any queries to the Edge Events working group direct at edge@ipcuk.events.