Partnership & Sponsorship Opportunities
7th International r3.0 Conference

*Redesign for a Regenerative & Distributive Economy: Closing Systemic Gaps*

Location: Erasmus Pavilion, Rotterdam
Date: 8th and 9th of September 2020
Partnership and Sponsorship Opportunities for the 7th International r3.0 Conference

About the Conference

r3.0 is pleased to announce its 7th international conference, convening at the Erasmus Pavillon in Rotterdam on 8/9 September 2020. For the first time, r3.0 has strategically placed its conference right after the summer break in Europe, to help set a sufficiently ambitious tone for the fall/winter conference season – particularly UN Climate Week and the UN General Assembly following at the end of September. Given that 2020 is often called a ‘make-or-break’ year – a half-decade after the 2015 Paris Accord and the start of the SDGs – the r3.0 International Conference will offer a framework for redesigning our economy around the principles of regeneration and distribution. This framework is based around the r3.0 work ecosystem: the family of 9 interlinked Blueprints, 5 already developed, and 2 to be released and 2 initiated at this conference; 6 prior r3.0 conferences; the networks of our Academic Alliance and Advocation Partners; our Research and Test Lab collaborations, e.g. UNRISD Sustainable Development Performance Indicators Project, IIRC Monocapitalism to Multicapitalism White Paper, Civic Fiduciary & Equity Culture Project, Regenerative Networks Community, Tipping Point System, etc.; and our Global Thresholds & Allocations Council initiation. We feel uniquely positioned to gather world-class “game-changing and mind-blowing” speakers in a highly interactive “sleeves-rolled-up” working conference setting. The Erasmus Pavilion, situated in the heart of the Erasmus University Campus, is a top-notch location that will be familiar to the r3.0 community who attended our conference there last year.

The Conference Structure

The conference tagline – Redesign for a Regenerative & Distributive Economy: Closing Systemic Gaps – responds to the increasingly dramatic failure of our current economy design, as evidenced by decades of scientific data. At r3.0, we call this the ‘Triple-E-Failure’ in economy, ecology and education – root causes that lead to social stress on all fronts, as symptoms of these failures. Over the years, r3.0 has delivered a work ecosystem that puts often overlooked puzzle pieces into place, and connects the dots between data, accounting, reporting, business model design, finance, value cycles, education, governance and funding, bringing this all into one Transformation Journey Program (that we have delivered in collaboration with ING, John Hancock / Manulife, and our Advocation Partner THRIVE Institute).

This conference structure is divided into four major half-day focus-areas associated with the mindset shifts necessary for redesign to a regenerative and distributive economy. These interlinked elements correspond to the primary streams in the r3.0 work ecosystem, which we believe need to be addressed holistically and simultaneously in order to trigger a systemic transformation. These four areas requiring significant gap closures are:

- **Science & Behavior** (Day 1 Morning): The intersection of thermodynamic and social sciences (particularly on ecological and social thresholds and allocations) with the mindset shifts needed to transform from a growth-obsessed monocapitalist economy to a regenerative & distributive multicapitalist economy.

- **Finance & Growth** (Day 1 Afternoon): Economic growth theory embraced by Nobel Laureate William Nordhaus advocates for “optimal” global warming of 3.5C – a recipe for triggering a tipping point into hothouse Earth! r3.0 will release the Sustainable Finance Blueprint in this segment and discusses a financial market complementarity serving a regenerative & distributive economy.

- **Value & Circularity** (Day 2 Morning): What is value – is it synonymous with money, or does it encompass a much broader expression that aligns with regenerative & distributive economy design? And how can we align a circular economy with a sustainable economy to ensure system value creation (beyond the current fad of impact valuation). r3.0 will release the Value Cycles Blueprint in this segment.

- **Governance & Education** (Day 2 Afternoon): What new global, regional and local governance is needed to allow a regenerative & distributive economy to come into fruition, and how can shifts in funding priorities
support the emergence of a regenerative & distributive economy? How must education transform to support the emergence of regenerative cultures? This focus-area will initiate work on the last two Blueprints in the second generation of r3.0 Blueprint development – the Governments / Multilaterals / Foundations Blueprint and the Educational Transformation Blueprint – setting the stage for r3.0 to enter a full adaptation cycle for its Blueprints in 2021.

Each of these half-day areas will consist of an introductory panel of 75 minutes, 3 parallel facilitated break-out sessions, and a summarising plenary of 30 minutes to allow sharing of results of the breakouts. r3.0 Advocation Partner teams, trained in our Transformation Journey Program, will facilitate these breakouts to discuss the pace, scale and scope of the necessary change in highly interactive sessions. Coffee breaks and transition time complete these sections. A one-hour lunch break marks the shift from the morning focus-area to the afternoon focus-area.

Here’s the full picture of the 4 sections the conference will cover:

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**Conference Program**

We will update the Conference Program continually with speakers, so we refer to the conference website [www.conference2020.r3-0.org](http://www.conference2020.r3-0.org) for the most up-to-date information.
**Sponsorship opportunities**

r3.0 offers a variety of sponsorship opportunities, described on the following pages. We offer sponsors opportunities to present themselves as leaders and engaged practitioners in the sections, accessing a unique community of decision makers of more than 7,000 individual contacts. We are thankful for your interest to come on board and showcase your commitment towards transformation that truly matters. Your support will help cover the costs of the event and also make a contribution to the further institutionalization of r3.0.

We would be happy to discuss your best level of sponsorship. In case you have ideas that go beyond the following opportunities, we are happy to learn what you have in mind, including bundling options. And we look forward to welcoming you and your colleagues in Rotterdam on September 8/9, 2020.

**General Sponsorships**

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<th>Partnership packages</th>
<th>Gold Partner</th>
<th>Silver Partner</th>
<th>Bronze Partner</th>
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<td>Gold level sponsor representation on all relevant communications (website, mailings, social media)</td>
<td>Gold level sponsor representation on all relevant communications (website, mailings, social media)</td>
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<td>3 conference tickets included</td>
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<td>1 conference ticket included</td>
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<td>30% off all additional r3.0 conference tickets for internal staff</td>
<td>20% off all additional r3.0 conference tickets for internal staff</td>
<td>10% off all additional r3.0 conference tickets for internal staff</td>
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<td>Gold-level sponsor representation in “Thank you” mailings &amp; r3.0 Conference report &amp; website</td>
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<td>Bronze-level sponsor representation in the “Thank you” mailings &amp; r3.0 Conference report &amp; website</td>
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**Additional Sponsorship Opportunities**

**Venue & Catering Sponsor (15,000 Euros)**

This unique sponsorship opportunity is exclusively offered to one organization as a core supporter of r3.0’s concepts and tools. It secures the Erasmus Pavilion and all food & beverage for the two days of the conference. This opportunity includes 3 free conference tickets.

**Ticket Sponsor (10,000 Euros)**

This sponsorship opportunity comes at Silver Partner level and allows r3.0 to offer conference tickets at a level 1/3 below earlier conference prices and thereby allows a broader variety of interested participants to join. This is interesting for those sponsors who want to present themselves as enablers of a broadly inclusive transformation agenda. This opportunity includes 2 free conference tickets.

**Section Sponsor (5,000 Euros)**

Through this sponsorship you are supporting a specific section of your interest. You would be specifically announced in the introductory part of the session. We would offer you a short welcome speech in which you can specifically showcase your support for the section. This opportunity includes a free conference ticket.
**Student Stipend Sponsor (5.000 Euros)**

r3.0 is focused on learning and sharing with a young generation of students eager to step in and do their part in transformation. As a Student Stipend Sponsor, you will enable up to 25 students to have access to the conference at a rate of 99 Euros. We will mention you as a Bronze Sponsor and will showcase your logo in all conference materials and on the conference website. This opportunity includes a free conference ticket.

**Pre-Conference Speaker Dinner (5.000 Euros)**

As Speaker Dinner Sponsor, you will gain early access to all attending speakers of the forthcoming conference. We will specifically announce your contribution at the dinner and will present you with a range of visibility opportunities to gain positive exposure as well as full logo visibility at both days of the event. We will showcase your logo in all conference materials and on the conference website. This opportunity includes a free conference ticket.

**Conference Dinner (total dinner cost remains with sponsor)**

As a Conference Dinner Sponsor, you will welcome all conference participants and speakers to a place that showcases Rotterdam’s uniqueness. You will choose the site and will be able to present yourself and Rotterdam in a welcoming speech. We will showcase your logo in all conference materials and on the conference website.

**Media Sponsor (In-Kind)**

As a Media Sponsor, we offer prominent logo display on the r3.0 Conference Website and promotion materials, and prominent mention in the conference. In return, on an in-kind basis, the Media Sponsor(s) will promote the Conference via their distribution networks and media channels, and through other opportunities as appropriate. This opportunity includes one free conference ticket.

**Conference Materials Design Sponsor (In-Kind)**

As a materials design sponsor we offer prominent logo display on the r3.0 Conference Website and promotion materials, and prominent mention in the conference. In return, on an in-kind basis, the Conference Materials Design Sponsor(s) design Blueprint Reports, Conference promotion materials, the Conference Summary Report and other assets. This opportunity includes one free conference ticket.

**Contacts**

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**Websites**

Primary Website: [www.r3-0.org](http://www.r3-0.org)

Conference Website: [www.conference2020.r3-0.org](http://www.conference2020.r3-0.org)