



Redesign Resilience Regeneration

Partnership and Sponsorship Opportunities
7th International r3.0 Conference
- Now Fully Online -

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

Date: 8th to 11th of September 2020



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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 online from the 8th to the 11th of September 2020, due to the Covid-19 outbreak and its global restrictions. 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, now more important than ever, as Covid-19 is a time lapse example of future crisis that approach in due course. 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 online 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 Communities Network, 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 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).

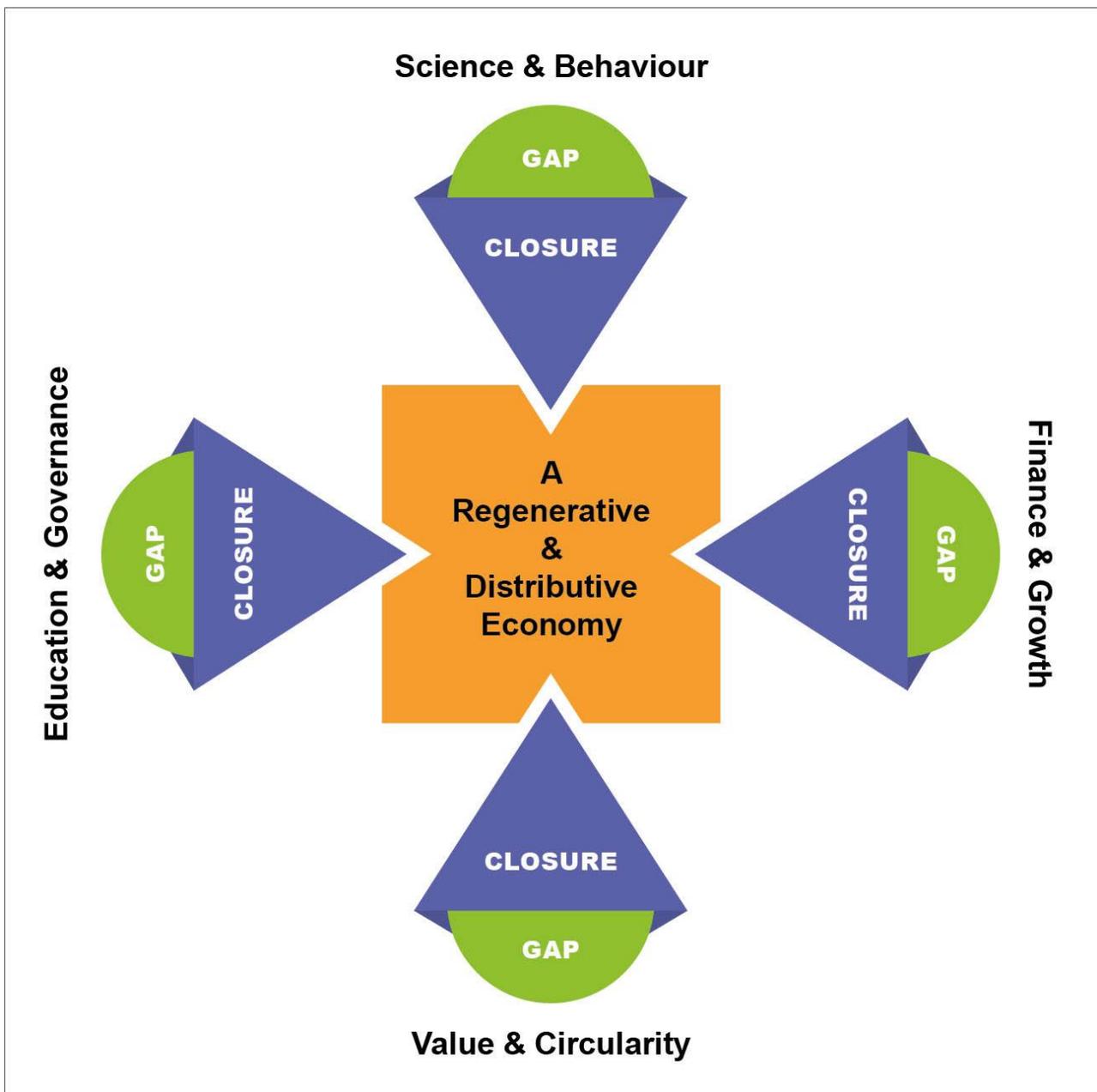
This conference structure is divided into four major focus-areas associated with the mindset shifts necessary for redesign to a regenerative and distributive economy. These interlinked elements correspond to the primary streams in the r3.0 work ecosystem, which we believe need to be addressed holistically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

- **Science & Behaviour:** The intersection of thermodynamic science 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 and distributive multicapitalist economy.
- **Finance & Growth:** 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, which provides a focal point for discussing both pragmatic and systemic overhauls to our economy and finance system designs.
- **Value & Circularity:** 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:** What new global, regional and local governance is needed to enable 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 / Mulilaterals / Foundations Blueprint and the Educational Transformation Blueprint – setting the stage for r3.0 to enter a full adaptation cycle for its Blueprints in 2021. It also serves as a focal point for the Global Thresholds & Allocations Council.

The first day of the Conference will feature four 90-minute Plenary Panels with four Keynote Speakers in each, covering these thematic pairings. The following days will feature four 3-hour Interactive Sessions, one on each of the paired themes, with three Breakout Sessions in each Interactive Session addressing the Pace, Scale, and Scope of transformation needed. These Breakout Sessions will feature Provocateurs (many of them Keynote Speakers) to stimulate robust discussion, as well as Facilitators from the r3.0 Advocation Partner and Academic Alliance Networks. To complement these focused thematic discussions, the Conference Program also offers two 3-hour Interactive Sessions on ‘Market-Making Ideas & Solutions’, spotlighting the work of r3.0 Partners.

Here's the full picture of the 4 thematic pairings the conference will cover:



Conference Program

We will update the Conference Program continually with speakers, so we refer to the conference website 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 online 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

Partnership packages	Gold Partner	Silver Partner	Bronze Partner
Value	15.000€	10.000€	5.000€
Before the event	Gold level sponsor representation on all relevant communications (website, mailings, social media) 3 online conference tickets included 30% off all additional r3.0 conference tickets for internal staff	Silver level sponsor representation on all relevant communications (website, mailings, social media) 2 online conference tickets included 20% off all additional r3.0 conference tickets for internal staff	Bronze level representation on all relevant communications (website, mailings, social media) 1 online conference ticket included 10% off all additional r3.0 conference tickets for internal staff
During the event	Acknowledgement of partnership in all official conference media; opportunity to speak in a plenary session or breakout	Acknowledgement of partnership in all official conference media; opportunity to speak in a plenary session or breakout	Acknowledgement of partnership in all official conference media; opportunity to speak in a section breakout
After the event	Gold-level sponsor representation in “Thank you” mailings & r3.0 Conference report & website	Silver level sponsor representation in the “Thank you” mailings & r3.0 Conference report & website	Bronze-level sponsor representation in the “Thank you” mailings & r3.0 Conference report & website

Additional Sponsorship Opportunities

Ticket Sponsor (10.000 Euros)

This sponsorship opportunity comes at Silver Partner level and allows r3.0 to offer conference tickets at a level 2/3rds below earlier conference prices and thereby enable a broader variety of interested participants to join, specifically of interest as the online conference allows participation globally. 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.

Conference & Progress Report Sponsor (15.000 Euros)

For the first time in r3.0's history we've chosen for a multiyear conference structure that should allow us to look at progress in the eight focus areas from year to year. The conference report therefore will become a progress report. This may need additional research and data collection to describe the transition in these eight focus areas. We therefore strive for separate funding for the conference & progress report. This opportunity includes three free conference ticket.

Thematic Sponsor (5.000 Euros)

Through this sponsorship, you are supporting a specific theme of your interest. This could be any of the 4 plenary & breakout focus area sessions mentioned above. You would be specifically announced in the introductory parts of the sessions. Your sponsorship showcases your specific support of a focus area dearest to your organisation. This opportunity includes a free conference ticket.

Market-Making Ideas Sponsor (Full Session Sponsor– 5.000 Euros)

This sponsorship allows you to be profiled as a supporter of the most innovative ideas in the field of a regenerative & distributive economy design. It allows r3.0 to give voice to initiatives that otherwise wouldn't be in a position to be featured. There are two opportunities, one on September 9 and one on September 10 to become an overall sponsor of one of these sessions. This opportunity includes a free conference ticket.

Market-Making Ideas Sponsor (Individual Breakout Sponsor – 1.000 Euros)

This sponsorship allows you to present your innovative idea in the field of a regenerative & distributive economy design. You are eligible for one of 6 spots, split between September 9 and September 10 and offers a 60 Minute slot in an overall program of 3 hours. This opportunity includes a free conference ticket.

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.

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Websites

Primary Website: www.r3-0.org

Conference Website: www.conference2020.r3-0.org