Partnership and Sponsorship Opportunities
9th International (Hybrid) r3.0 Conference

Transcending Incrementalism
- From ESG to System Value Creation -

Celebrating 10 Years of r3.0

Date: 6th and 7th of September 2022, Amsterdam / Online
**Partnership and Sponsorship Opportunities for the 9th International r3.0 Conference**

**r3.0’s Work Ecosystem and Strategic Directions**

r3.0 is pleased to announce its 9th international conference, convening from the 6th to the 7th of September 2022 in a hybrid setup (face-to-face in Amsterdam and online), after two fully online conferences in 2020 and 2021 due to the Covid-19 global restrictions. r3.0 has strategically placed its conference right after the summer break (in the Northern Hemisphere), to help set a sufficiently ambitious tone for the fall/winter conference season – particularly UN Climate Week, the UN General Assembly and many other conferences following in the months of September to December.

r3.0’s work is based around the r3.0 Work Ecosystem: a suite of 9 interconnected Blueprints, 8 already developed, and the final one, on Funding Governance for Systemic Transformation, to be released at the 2022 Conference. In 2022, r3.0 is also releasing additional Opinion Papers and Case Studies supporting its core mission. We have convened 8 prior r3.0 conferences; we host Academic Alliance and Advocacy Partners networks; we also host Research and Test Lab collaborations, and we are making progress on our Global Thresholds & Allocations Council & Network plans. Finally, we are continuing to organise Transformation Journey Programs for those who want to activate transformation in their organizations and lives. We feel uniquely positioned to gather world-class “game-changing and mind-blowing” speakers in a highly interactive “sleeves-rolled-up” working conference setting. Given the stage of maturation r3.0 is reaching, this leads to two important pathways that are influencing the conference setup:

**Making the r3.0 Work Ecosystem Work:** In our content development phase, we focused on knowledge co-creation (with our global Working Groups), forging a strong foundation from which to now focus on dissemination and implementation. While we “keep our thinking caps on,” we’re also “getting down to business.” We at r3.0 stand prepared to shift further into advocation mode, asserting the necessity of aligning action in the fields we influence with the thermodynamic realities and ethical imperatives we identify in our Work Ecosystem. The time is ripe for r3.0 to shift its focus from knowledge generation to application and action. Based on our collaboration with UNRISD from 2018 onwards, piloting next-generation context-based indicators, we foresee more action-oriented advocation going forward in the transition from insufficient ESG tactics toward the creation of System Value, forming the core theme of this year’s conference: Transcending Incrementalism - From ESG to System Value Creation.

**10 Years of r3.0:** This 9th conference also marks the 10-year anniversary of r3.0, which started as an idea after the Rio+20 Summit in the light of the governments’ plea for a ‘regenerative & distributive economy’ and the obvious gap of tools to address this ideal. This anniversary also marks the finalization of the first generation of the r3.0 Work Ecosystem. The conference will look back at our first decade of impact, and look forward to what’s needed in the next 10 years, known to be the ‘decisive decade for humanity.’

**2022 Conference Structure**

This year’s conference structure aligns with the working priorities of r3.0 and is organized in a way that it can cater a hybrid approach, with a face-to-face plenary and audience in Amsterdam’s ‘Pakhuiz de Twyger’, best equipped for online and hybrid technology, and a global online audience. This is organized in a way that all sessions are livestreamed and online participants will miss nothing. We are offering four core themes:

- **Transcending Incrementalism:** This session will focus on r3.0’s 5-legged campaign ‘Transcending Incrementalism’ and will focus on the activities, successes and continued advocation for the design of a System Value Economy. An overview of this campaign can be found [here](#).
- **Funding Governance for Systemic Transformation:** This session will focus on r3.0’s last Blueprint release of the r3.0 Work Ecosystem. It tackles the current impasse of both funding arrangements and governance processes that could help to boost the necessary transformation activities.
- **Education for Regeneration:** The 2021 release of the r3.0 Educational Transformation Blueprint marked the beginning of a broader arrangement of r3.0 Learning Services. An updated formula for the
r3.0 Transformation Journey Programs (face-to-face and online) and the release of what we call ‘Re-CET’ - 'Contextualized Education for Transformation', geared towards 'Re'generation and Thriving as online modules will be presented, including first users.

- **10-Year Anniversary of r3.0**: What started in September 2012 as an idea ‘to do what’s necessary’ has grown into a well-established pre-competitive and market-making global NGO, advocating for the design of a System Value Economy, and presenting the necessary tooling, learning and advocacy. In this session we look back and forward with a set of keynoters from the beginning to now: Where we are and what’s still needed.

Each day of this two-day conference will contain two 2-hour plenary sessions, long enough to allow some keynote speeches and well-facilitated dialogue and discussion with the audience, both face-to-face and from the livestream. The technology at Pakhuis de Zwyger in Amsterdam allows for a seamless interaction with both parts of the audience, facilitated by Bill Baue and Ralph Thurm from r3.0 and a support team. Before, in-between and after the two sessions of each day we allow for extensive networking opportunities and are seeking ways for both audiences to interconnect.

At the end of both days we will organise a sponsor and speaker dinner, catered by the Pakhuis de Zwyger, and allowing for additional interaction with core speakers (to be announced from February to June 2022 on the conference website).

**Conference Program**

We will update the Conference Program continually with agenda points and speakers, so we refer to the conference website [www.conference2022.r3-0.org](http://www.conference2022.r3-0.org) for the most up-to-date information.

**Sponsorship opportunities**

This year’s conference will mark a change in r3.0’s conference financing. It is time to allow attendance of the conference for a much broader audience globally. We therefore decided to let go of fees for attendance, which poses its very own challenges for a conference organizer. The most important one is that it implies a 'path of no return', which is a risk for us at r3.0, as conference ticket fees represented about 25% of our conference revenues and that will be lost for the years to come.

We are looking at a new funding model in which we ask funders for a 3-year funding commitment, while we leave the levels unchanged, but have notched up the amounts to fill up the budget needs.

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 8,000 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.
**General Sponsorships**

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<thead>
<tr>
<th>Partnership packages</th>
<th>Gold Partner</th>
<th>Silver Partner</th>
<th>Bronze Partner</th>
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<tbody>
<tr>
<td><strong>Value</strong></td>
<td>25,000€</td>
<td>15,000€</td>
<td>5,000€</td>
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<tr>
<td><strong>Before the event</strong></td>
<td>Gold level sponsor representation on all relevant communications (website, mailings, social media)</td>
<td>Silver level sponsor representation on all relevant communications (website, mailings, social media)</td>
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<td><strong>During the event</strong></td>
<td>Acknowledgement of partnership in all official conference media; opportunity to speak in a plenary session or open session (rooms)</td>
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<td><strong>After the event</strong></td>
<td>Gold-level sponsor representation in “Thank you” mailings &amp; r3.0 Conference report &amp; website</td>
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**Additional Sponsorship Opportunities**

**Thematic Sponsors (5,000 Euros)**

Through this sponsorship, you support a specific theme of your interest. This could be any of the 4 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.

**Live-Stream Sponsors (5,000 Euros)**

To provide conference access to a global audience, we will use Pakhuis de Zwyger’s top-notch studio, which comes at a cost of ~€10k. We hope to attract 2 sponsors that we can profile making the livestream possible.

**Media Sponsors (In-Kind)**

We offer Media Sponsors 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 / media channels, and through other appropriate opportunities.

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

We offer Conference Design Sponsors 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 Design Sponsor(s) design Blueprint Reports, Conference promotion materials, and other assets.

**Contacts**

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**Websites**

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

Conference Website: [www.conference2022.r3-0.org](http://www.conference2022.r3-0.org)