



**BUILDING BRIDGES**

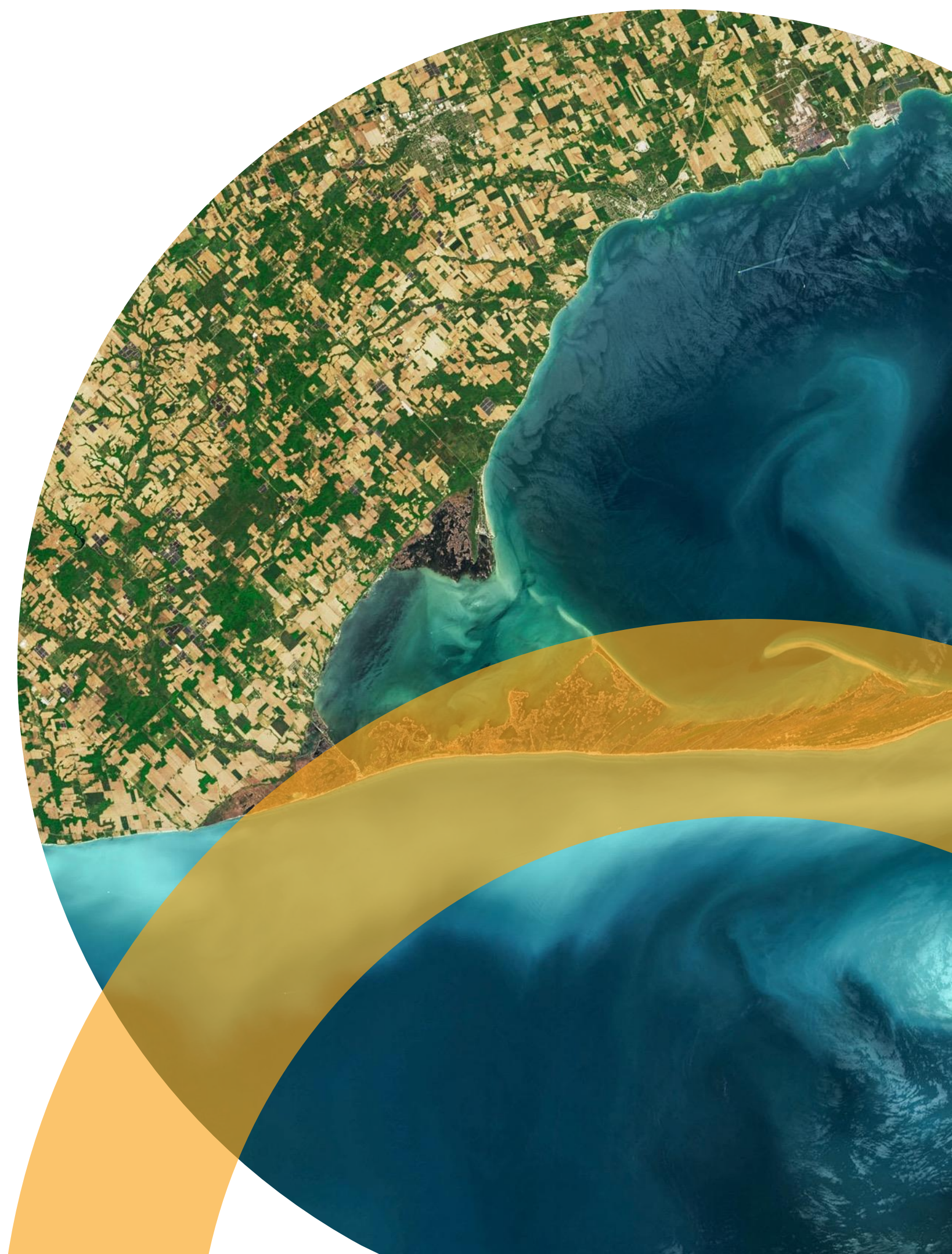
GENEVA ▪ 9-12 DECEMBER 2024

# Building Bridges 2025



## CALL FOR ACTION EVENT PROPOSALS

MARCH 2025





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# ABOUT BUILDING BRIDGES

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# VISION

The goal of Building Bridges is to **accelerate the transition to a global economic model aligned with the needs of a sustainable and just society**, as articulated in the Sustainable Development Goals (SDGs), the Paris Climate Agreement, and other relevant national and international agreements.

At the core of the initiative is the recognition that **the scale and complexity of the transition requires "building bridges"** between the multiple stakeholders of finance, government, and sustainable development communities.





# ABOUT

Building Bridges is a **community-driven initiative** that is focused on accelerating the transition to a **sustainable financial system**.

Leveraging the uniqueness of Switzerland having a **global hub for multilateralism and a world-class financial centre**, Building Bridges engages diverse actors from the finance industry, the United Nations, NGOs, academia, and local, cantonal, and national authorities together in collaboration around a common vision.

**Building Bridges is more of a catalyst than an event.** It is a platform to come together but it is built on ongoing action. It is a space to launch new initiatives, build partnerships, and have critical conversations that advance solutions in both policy and practice.



# Building Bridges 2025

Sept 30 – Oct 2, CICC, Geneva

**Summit, Plenaries, Action Events, Solutions Stage, Networking**

Finance is evolving and so are the opportunities to drive real impact. **Building Bridges 2025** will explore innovative solutions and investment opportunities in sustainable finance, taking time to dive into the most pressing challenges and enabling bridge-building between finance and development that enable new pathways for action.

From **high-level Summit and plenary** discussions to hands-on **Action Events, Solutions Stage** showcases, and dynamic Community **Networking**, there's something for everyone.



# Building Bridges 2025

Sept 30 – Oct 2, CICG, Geneva

**Summit, Plenaries, Action Events, Solutions Stage, Networking**

**KEY UPDATES : 3 full days & Summit open to all**

	Tues 30 Sept	Wed 01 Oct	Thurs 02 Oct
Morning	Summit	Plenary	Plenary
Afternoon	Lunch	Action Events	Action Events
	Action Events		Closing Plenary
Evening	Opening Cocktail		Closing Cocktail



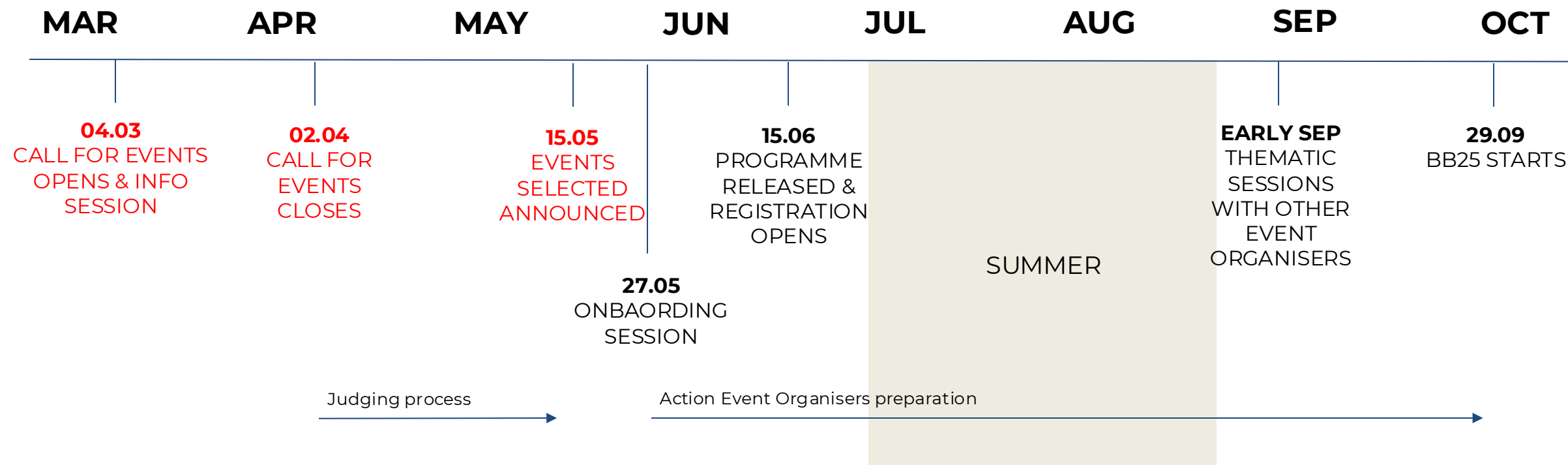
# HOW TO SUBMIT AN EVENT APPLICATION

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# TIMELINE



## PROCESS

Event organisers have from **March 4 to April 2, 2025**, to submit their event concepts to the Building Bridges Organising Committee.

Should you have any further question after the info session, please **do not wait until the last minute to ask** them, but feel free to reach out anytime.

After the submission deadline, all events will be assessed by a **selection committee**, and a complete programme will be constructed. **By mid-May, anyone who submitted an event will be notified** if their event has been selected for the Building Bridges 2025 programme.

# IMPORTANT INFO

**Any type of organisation that aims to advance sustainability in finance are welcome to apply** (public & private financial institutions, non-profit, governmental, multilateral, academia, corporate, etc.).

Building Bridges is an **internationally-focused event**, and therefore we welcome event applications from organisers based anywhere in the world.

**Events are included in the official Building Bridges programme and will be open to anyone who is registered** to attend Building Bridges. Private rooms are also made available for private meetings, but those are not part of the official programme.

To maximise diversity and to hear as many voices as possible, we'll allow **each organisation to apply only for one event as lead organiser.**





# EVALUATION CRITERIA – CONTENT

## Innovation and Investment Opportunities in Sustainable Finance

Your event must be about **sustainable finance and/or financing the SDGs**. Our focus is on **accelerating the transformation of the financial sector**, particularly in how private capital is directed toward positive social and environmental impact.

We are **open to any themes around finance and sustainability** (climate, nature, social, innovative finance, emerging markets, impact investing, policy, etc) but across themes, the three areas of focus described below have been identified as **key to drive meaningful and concrete change**. However, please do not feel that you must follow this proposed guidance if it doesn't relate to the topic of your event proposal.

### Data and information

Illustrate how financial institutions access and use comparable, accurate and meaningful data to allocate capital sustainably.

### Investible Opportunities

Showcase ways in which public and/or private capital is being deployed for long-term transformation.

### Risk Mitigation

Improve understanding of how sustainability-related factors translate into financial risk.

# EVALUATION CRITERIA - FORMAT

In addition to the **quality of the topic**, here are the other criteria your application will be assessed against.

## Diversity of partners / stakeholders

**We would like to see events planned by more than one organisation,** and ideally organisations of different types. We will also consider stakeholder diversity (e.g., diversity of organizations and speakers involved).

## Interactive Format

**Formats that enhance interaction and engagement are key to drive change.** We'll favour interactive formats that encourage bridge building between participants (e.g., workshops, trainings, discussions, fishbowls), and we'll have lesser slots for panels.

## Showcase Solutions, innovations & opportunities

**We're facing a lot of issues, but we all know that.** We want to stress the concept of action, so we will give priority to events that showcase innovative, scalable and replicable solutions that concretely support capital flows to be channelled where it is needed for a more sustainable world.

## Excluding criteria

**If an event is too promotional** (particularly commercially), it will automatically be excluded.



# WHAT WE OFFER & WHAT WE ASK

WHAT DOES BUILDING BRIDGES PROVIDE to  
selected events ?

- **Diverse and high-level audience**
- **Basic Event Infrastructure**
  - Non-stop water, coffee, snacks
  - Basic IT (mics, screen, etc)
  - Registration system
  - Security and room monitoring
  - Livestream (only where relevant – rooms A/C)
- **Promotion** of Action Event within the Building Bridges programme to attract audience / attendees and **brand visibility**.
- **7 Tickets to Building Bridges (for speakers and organisers)**
- **Session's notes, Attendance list, Photos**

WHAT EVENT ORGANISERS PROVIDE ?

- **Event concept and organization**
  - Developing agenda, session flow, etc.
  - Coordinating and preparing speakers
  - Preparing Material
- **1,000 CHF fee for non-profit orgs & start ups**
- **3,000 CHF fee for for-profit orgs**
- **Promotion** of Building Bridges 2025 to their networks and communities
- **Any extra or additional costs**
  - Travel for speakers
  - Dedicated photographer

# ROOMS & FORMATS

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# ROOMS & FORMAT

## Theater or classroom

Suitable for

- **Panel discussion**
- **Keynote presentation** (e.g., research or case study presentation)
- **Fireside chat** (an interactive discussion involving a moderator and guest)

Room A – 600+ PAX  
Room B – 108 PAX

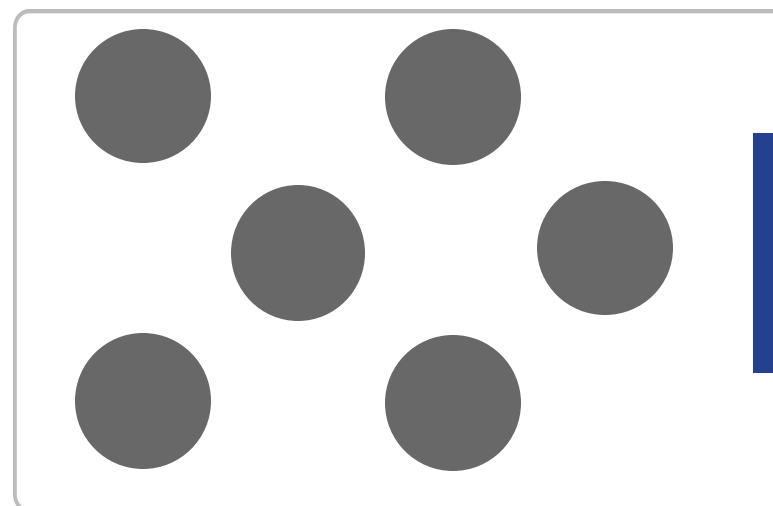


## Roundtable Workshop

Suitable for

- **Workshop** (long interactive or educational session designed to create a specific result)
- **World Café** (simple and effective format to host a large group dialogue)
- **Open Space** (process allowing for a very interactive exchange)

Room C – 80 PAX  
Room E & F – 64 PAX each

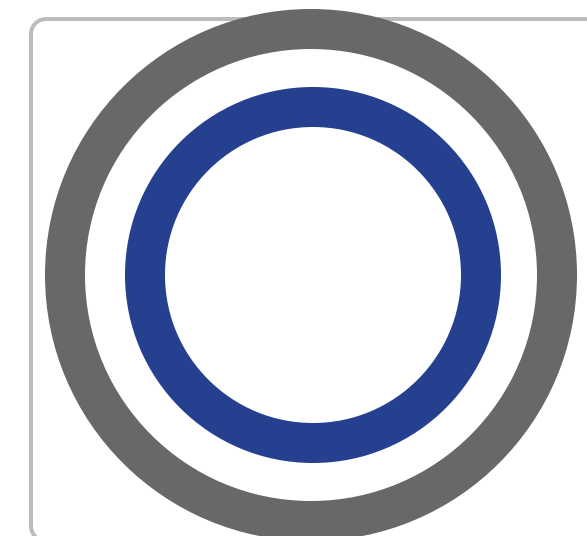


## Fishbowl

Suitable for

- **Fishbowl** (a strategy for organizing medium to large discussions in which people in the inner circle have a discussion and people in the outer circle take notes ; roles can change as the discussion evolves)

Room 9 – 50 PAX



# TIME SLOTS

The Building Bridges 2025 programme of Action Events begins at on Tuesday afternoon, September 30 (after the Summit) and runs until Thursday afternoon, October 2. There will be sessions running throughout the day on Wednesday and Thursday.

The programme will offer two types of slots 60 or 90 minutes. Remember that often, less is more.

	Tues 30 Sept	Wed 01 Oct	Thurs 02 Oct
Morning	Summit	Plenary	Plenary
Afternoon	Lunch	Action Events	Action Events
	Action Events		Closing Plenary
Evening	Opening Cocktail		Closing Cocktail

Mockup for Wednesday 01 Oct

TIME	ROOM A (theater - 650 PAX)	ROOM B (classroom - 108 PAX)	ROOM C (theater - 108 PAX)	ROOM E (workshop - 64 PAX)	ROOM F (workshop - 64 PAX)	ROOM 9 (fishbowl - 50PAX)
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\* This is a mockup, the actual programme of Building Bridges 2025 may look very different



# CHECKLIST

We have limited spots in the official programme, so it is important to make sure you are clear and specific about what you plan to do at your event. Note that you do not need to have speakers secured when you submit your event, we are primarily concerned with concept.

- Event topic and framing
- Format and agenda
- Categories and themes
- Partners or collaborators
- Potential speakers
- Key target audience(s)
- Description of solutions-orientation



# SUBMIT YOUR EVENT

DEADLINE: April 2, 2025

**EVENT SUBMISSION FORM**

<https://airtable.com/appxg2rBc7PdEk4W9/pagb8dkvWKmExkIDf/form>







**BUILDING BRIDGES**

GENEVA ▪ 9-12 DECEMBER 2024

# Thank you

MARCH 2025

**ANY QUESTION? PLEASE CONTACT**

Boris Le Montagner

Head of Strategic Projects

[b.lemontagner@buildingbridges.org](mailto:b.lemontagner@buildingbridges.org)

