



**BUILDING BRIDGES**

**CALL FOR  
EVENTS  
GUIDELINES**

[WWW.BUILDINGBRIDGESWEEK.CH](http://WWW.BUILDINGBRIDGESWEEK.CH)

# SO YOU WANT TO HOLD AN EVENT DURING BUILDING BRIDGES WEEK?

We are thrilled that you want to join this crowd-sourced, community-owned initiative. This package provides you with all the information you will need to submit an event to Building Bridges Week.



# **ABOUT BUILDING BRIDGES**

# 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. It does so by identifying, advocating, and contributing to the implementation of actions that bring about that goal.

At the core of the initiative is the recognition that the scale and complexity of the transition require “building bridges” between the multiple stakeholders in the 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, international organizations, 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 is operated by Sustainable Finance Geneva (SFG) on behalf of the partners.



# VALUES

Diversity

Multistakeholder Participation

Action

Sustainability

Transparency

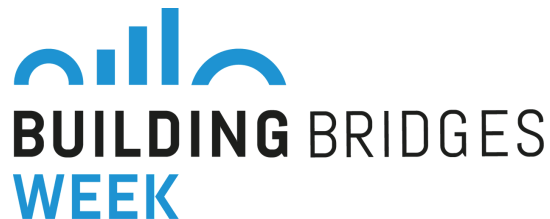
Co-Creation

Collective Ownership

# 2022 EDITION: OCTOBER 3 - OCTOBER 6



**A hybrid summit** that unites the players in the ecosystem around a common vision of accelerating the transition to a global economic model aligned with the needs of the SDG's and making finance a catalyst for change.



**A crowd-sourced program** with 2.5 days of impact finance events. This unique program design gives Swiss-based organizations active in sustainability and finance the opportunity to contribute their content and ideas to the movement.



**An interactive area** for gathering, networking, collaboration, and learning for all participants on the side-lines of the session.

# WE'VE MADE SOME CHANGES

Based on the feedback we received from event organizers and participants in 2021, we have made a few key improvements

## One single venue

The Week and Summit will be held at a single venue, which will provide better spaces for learning and networking.

## Fewer events

We have eliminated the 8am slot and will be accepting fewer sessions this year. In 2021, we had 77 events, This year we anticipate accepting approximately 50-55.

## Participants Fee

Guests will be asked to pay a reasonable fee to participate in Building Bridges Week. Event organizers will be given 5 free tickets to the Week for themselves and speakers.

## Livestream included

Livestream will be included for all sessions as part of the event package, event organizers will not have to arrange for this separately or pay for it.



# WE'VE MADE SOME CHANGES

Based on the feedback we received from event organizers and participants in 2021, we have made a few key improvements

## One event per organization

This year, Building Bridges will not allow event organizers to lead on more than one event. Organizers who wish to be involved in multiple events will need to partner with other organizations.

## Small report fee

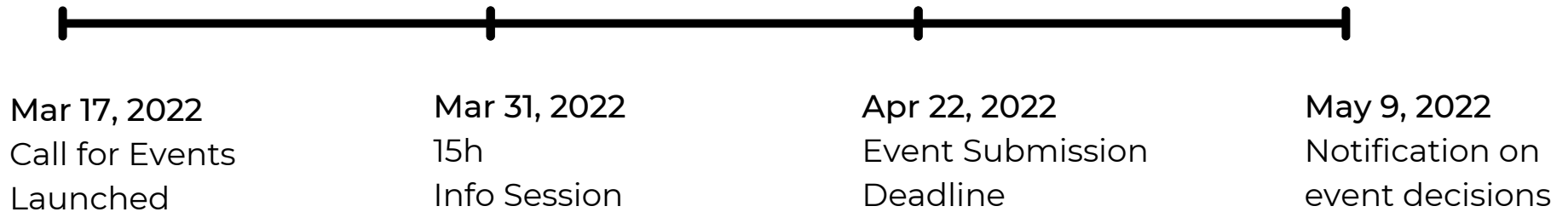
Event organizers will be asked to pay a small fee of 200CHF to cover the costs of a student rapporteur who will capture the takeaways from their session for the final report and for use by the organizers in post-event communication.

## More networking and interactivity

The new venue offers space for enhanced networking. The 2022 edition will feature events whose sole purpose is connecting and networking. In addition, Building Bridges will give preferential treatment to events that are more interactive when selecting the Week program.

# HOW TO SUBMIT AN EVENT

# TIMELINE



## PROCESS

Event organizers have from Mar 7 to Apr 22, 2022 to submit their event concepts to the Building Bridges Organizing Committee. An info session will be held on Mar 31 for those who are considering holding an event to get more information and ask questions.

After the Apr 22 submission deadline, all events will be assessed and a complete program will be constructed. On May 9, anyone who submitted an event will be notified about if their event will be included in the official program.

# WHO CAN HOLD AN EVENT AT BUILDING BRIDGES?

Building Bridges is an internationally-focused event, but for logistical reasons primarily organizations based in Switzerland will host events during the Week. We aim to connect finance and the SDGs and foster collaboration; therefore, we will give preference to events that are diverse and inclusive.

We are open to international event organizers. If you are based in another country or region and are interested in organizing an event during Building Bridges Week, please contact Kali Taylor at [k.taylor@sfgeneva.org](mailto:k.taylor@sfgeneva.org) to discuss further.



# EVENT REQUIREMENTS

In order for your event to qualify for BBW2022, it must:

- Relate to sustainable finance and/or financing the SDGs
- Embody the vision and values of Building Bridges
- Include participants from a range of sectors and focus areas, specifically the private finance industry and the sustainable development communities (NGOs, international orgs, etc.)
- Not be solely promotional for a single company or organization, for example having a primary purpose of selling a product or service.

## NO 'INVITE ONLY'

- Events included in the official Building Bridges program cannot be "invite-only", anyone who is registered to attend Building Bridges will have the right to attend sessions in the program.
- However, event organizers will have a certain number of "reserved" seats in the room for their important guests.



# EVENT REQUIREMENTS

## NEW EVENT REQUIREMENTS AND CONSIDERATIONS

- Building Bridges will only allow **one event submission per organization**. If an organization wishes to be involved in more than one event, it will need to partner with another organization that can take the lead.
- Events with **interactive formats** will be prioritized

### **What counts as interactive?**

We use the term interactive broadly. Specifically, we are looking for formats that are not just general discussions or panels and that give the audience something tangible they can walk away with and use, this would include:

- Training sessions
- Pitches
- Workshops
- Case studies
- Presentations of research or frameworks





When you submit your event, we will ask you to put it into one of the following three categories:

- **Mainstreaming** - this category looks at sustainability strategies at scale that change the way finance flows and is managed, primarily in public markets. This can include green/social bonds, thematic funds, ESG strategies, engagement, risk management, net-zero or other alliances, etc.
- **New Finance** - this category focuses on finance that drives capital where it normally does not go, as well as strategies and tools that accelerate change or disruption. It is mostly concerned with private assets (private debt or equity, venture capital, etc.) and includes impact investing, start-up/SME financing, development finance, blended finance, fintech, etc.
- **Market Infrastructure** - this category looks at the way that markets function and the structures that set the rules of the game including regulation (SFDR, transparency, taxonomy, etc.), market access (sales & distribution), risk & compliance, etc.

# WHAT BUILDING BRIDGES PROVIDES

- Meeting Space
- Basic Event Infrastructure
  - Non-stop water, coffee, snacks
  - Basic IT (mics, screen, etc)
  - Registration system
  - Security and room monitoring
  - Livestream
- Promotion of Building Bridges program to attract Audience/Attendees
- 5 Tickets to Building Bridges Week (for speakers and organizers)
- Summary Report

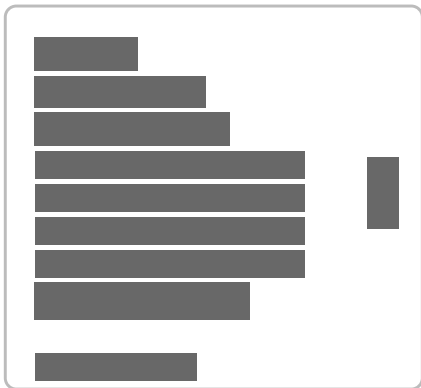
# WHAT EVENT ORGANIZERS PROVIDE

- Event concept and organization
  - Developing agenda, session flow, etc.
  - Coordinating and preparing speakers
  - Preparing Material
- 200CHF fee
  - This fee will pay for a Masters student to act as rapporteur so that there is a quality, consistent record of your session
- General promotion of Building Bridges Week to networks and communities
- Any extra or additional costs
  - Travel for speakers
  - Dedicated photographer

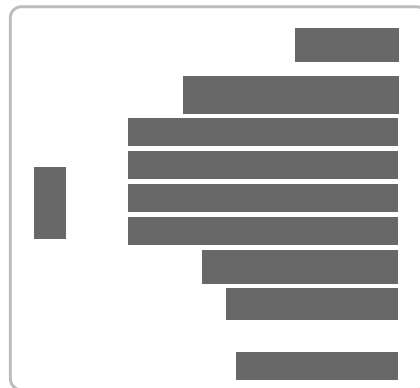


# ROOMS

## CENTRE INTERNATIONAL DE CONFÉRENCES (CICG)



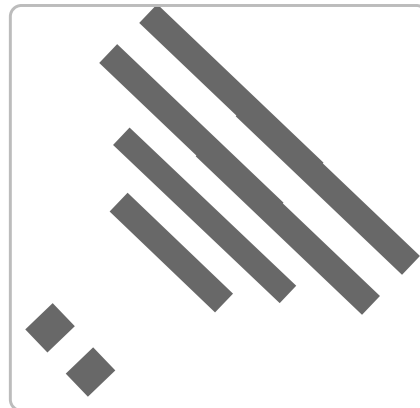
Session Room B  
108 people



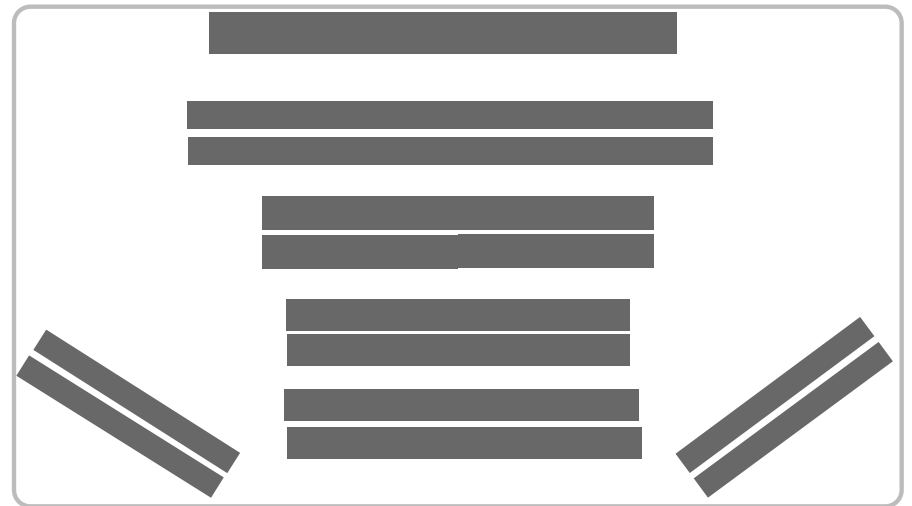
Session Room C  
108 people



Session Room F  
60 people



Session Room E  
60 people



Session Room D  
160 people

# TIME SLOTS

Building Bridges Week begins at 14h on Tuesday, October 4 and runs until 17:30 on Thursday, October 6. The program has standard 1.5 hour time slots

9:00-10:30 Early Morning (Slot 1)

11:00-12:30 Morning (Slot 2)

*Lunch Break*

*a light lunch will be served every day*

14:00-15:30 Early Afternoon (Slot 3)

16:00 – 17:30 Late Afternoon (Slot 4)

There is the possibility to run networking events or soirées outside of the standard slots. If this of interest to you, please contact Kali Taylor at [k.taylor@sfgeneva.org](mailto:k.taylor@sfgeneva.org).

# CHECKLIST FOR EVENT SUBMISSION

We have limited spots in the official program 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 have to have speakers secured when you submit your event, we are primarily concerned with concept.

- Event topic and framing
- Format/agenda
- Link to a Building Bridges category and SDGs
- Partners or collaborators
- Potential speakers
- Key target audience(s)



# **SUBMIT YOUR EVENT HERE**

DEADLINE: APRIL 22, 2022

**EVENT SUBMISSION FORM**

# CONTACT



If you have any questions please contact:

**Kali Taylor**

Building Bridges Community Manager

[k.taylor@sfgeneva.org](mailto:k.taylor@sfgeneva.org)

**THANK YOU FOR  
BEING PART OF  
THE MOVEMENT**