

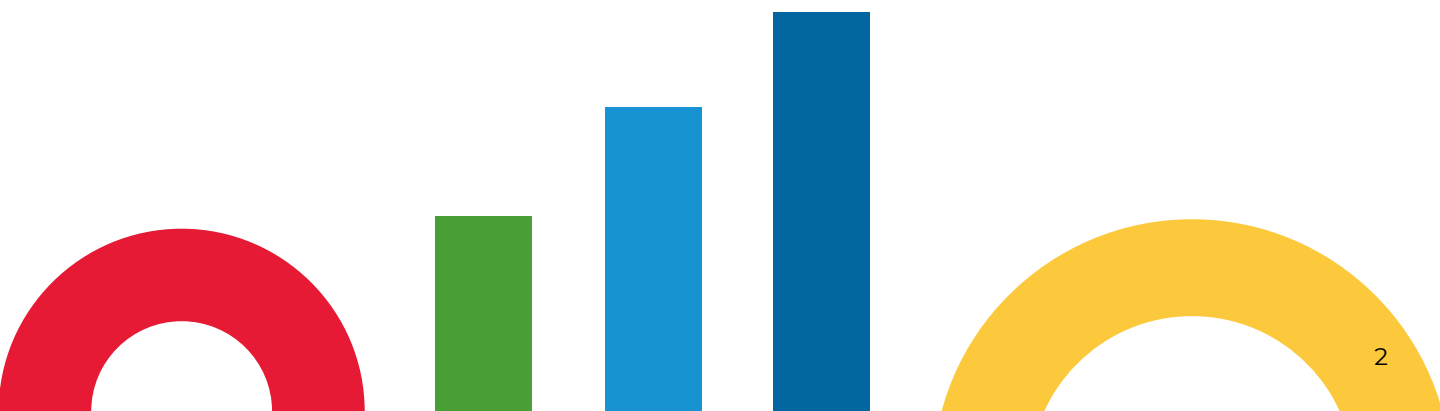
BUILDING BRIDGES

MEDIA PACKAGE.



More than an event: a movement

Building Bridges is more than an event, it is a powerful movement of committed people and organizations that aims to shape the global sustainable finance agenda and accelerate the transition to a global economic model aligned with the needs of sustainable and just society (SDGs).



Where Finance and SDGs Connect.

The uniqueness of Building Bridges is multi-fold. It rests notably on the diversity of players who have come together:



Deep Financial Acumen

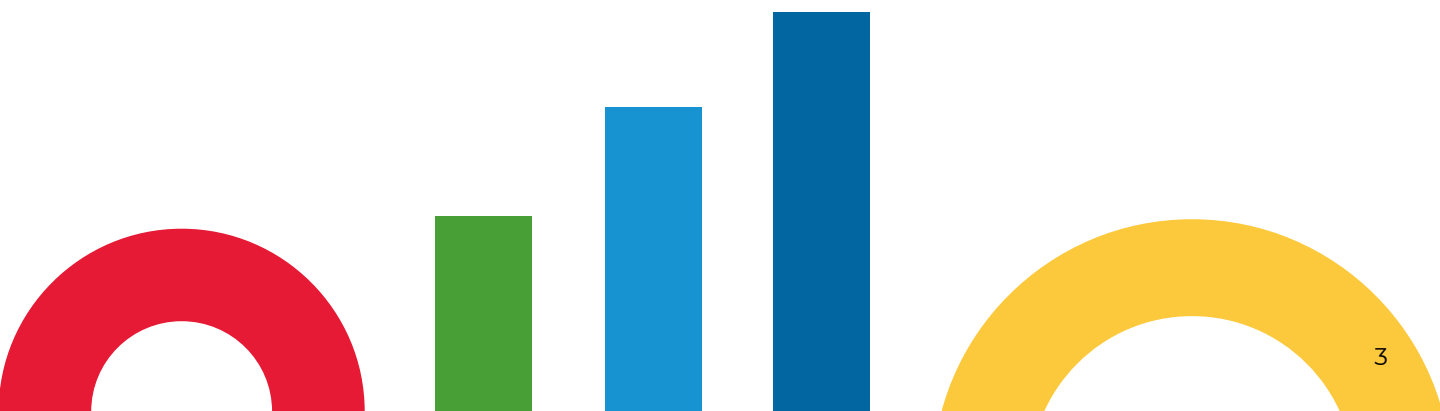
The Swiss financial center with its wide range of actors and expertise including banks, asset managers, insurance providers, and service companies.



Portal to the World

International Geneva, a multilateral hub of operational expertise on SDGs, human rights, peace, and humanitarian response, as well as the presence of over 179 countries through Permanent Missions.

Leveraging these two globally connected centers creates a unique opportunity to develop concrete and actionable proposals, moving beyond a mere dialogue. It will also constitute a catalyst to collaborate with other countries, financial centers, and a multitude of different stakeholders.



Four elements distinguish Building Bridges from other events.

1

A clear and shared ambition

All partners share a clear vision of accelerating the transition towards a global economic model aligned with the SDGs objectives and making finance a catalyst for change.

3

Diversity of actors

At the core of Building Bridges is the belief that we must break silos between the various sectors of society - business, governments, NGOs, academia, and International Organizations - to enact the solutions needed to transition to a sustainable economic system.

While remaining focused on finance, Building Bridges creates the space to bring together diverse actors in order to collaborate and drive action together.

2

Action oriented and addressing the SDGs

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

4

An innovative and collective approach

Top down and bottom up. Building Bridges benefits from leadership at the highest levels as well as an active and dedicated community of individuals across Switzerland and the globe. Marrying this high-level support with broad engagement enables the creation of a true movement and collective ownership, rather than one-way dialogue.

Who is behind Building Bridges?

Finance Industry.

Public Authorities.

Building Bridges
Patrick Odier,
President

Genève Place Financière
Yves Mirabaud and Laurent Ramsey,
President and Vice President

Swiss Bankers Association
Jörg Gasser,
President

Asset Management Association Switzerland
Adrian Schatzmann,
CEO

Sustainable Finance Geneva
Sandrine Salerno and Fabio Sofia
Director and President

Swiss Sustainable Finance
Sabine Döbeli,
Director

International Geneva.

World Business Council for Sustainable Development
Peter Bakker
President and CEO

UN Geneva
Tatiana Valovaya,
Director General

UNEP FI
Eric Usher,
Head

NGOs
including WWF Switzerland, IISD, PeaceNexus, DNDi

FC4S
Mark Halle,
Senior Consultant

Ville de Genève
Alfonso Gomez,
City Councillor

Canton de Genève
Nathalie Fontanet,
State Councillor

State Secretariat for the Economy
Marie-Gabrielle Ineichen-Fleisch,
State Secretary

State Secretariat for International Finance
Daniela Stoffel,
State Secretary

Federal Department of Foreign Affairs
Jürg Lauber,
Ambassador

Leadership.

2021 EDITION

Building on the strong success of the first edition in 2019, **the 2021 edition will bring new levels of ambition, reach and impact.** The event is made up of four distinct components that create a platform for **action and engagement** with an international audience and that provide unique exposure opportunities for our sponsors and partners.



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. It will also promote Switzerland's expertise and contribution internationally.



A crowd-sourced program with 3 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.



A network of events and initiatives planned throughout the year by the ecosystem to build momentum and ensure ongoing action.

THEMES

Three cross-cutting themes have been selected for Building Bridges 2021. They represent urgent challenges to advancing sustainable finance, and thus are key levers for unlocking opportunity. These themes are shaped by diverse groups of experts who identify key topics for discussion, leading thinkers for speakers, best practices that can be showcased, and action opportunities.



Impact and Transparency.

This theme explores how the financial industry measures its contribution to the SDGs including the tools, systems, and frameworks that can be employed to ensure good governance and transparency around sustainable financial products and to prevent green- or impact- washing.



Supply Demand Mismatch.

This theme aims to explore how to close the gap between investors looking for sustainable products and companies, and sustainability-driven entrepreneurs, projects, and products in need of capital.



Fintech for SDGs.

This theme explores how technology can be leveraged to accelerate the transition to a more sustainable financial system, including the newest innovations in sustainable fintech.

PUBLICATION

A Building Bridges-branded publication will be released during the Summit, prepared by our academic collaborator, The Graduate Institute. This report will be based on the latest thinking and research in the space, providing valuable insights on the Building Bridges themes for a range of actors from academics to industry representatives to policymakers.



BUILDING BRIDGES SUMMIT

Monday, November 29th
Maison de la Paix and Campus Biotech

The Summit is the marquee event that will kick off Building Bridges Week and bring the entire community together. It will begin with a high-level segment with world-renowned keynote speakers and out-of-the-box thought leaders. After a networking lunch, the afternoon will be an interactive segment with a series of breakout sessions followed by a closing cocktail to celebrate the end of the first day.



BUILDING BRIDGES WEEK

Tuesday, November 30th – Thursday, December 2nd
Maison de la Paix and Forum Genève

The Week will be made up of a crowd-sourced program of events planned by the Building Bridges Community in a range of formats that allow for different levels of dialogue and collaboration including:

- **Panel discussions**
- **Roundtables**
- **Workshops**
- **Training sessions**
- **Pitches**
- **Networking events**

In addition to the crowd-sourced program, two long-established Geneva-based sustainable finance events will be integrated into the week:

- UNDP SDG Finance Summit Geneva focused on impact investments
- UNIGE Geneva Summit on Sustainable Finance with an academic lens

ONLINE There will also be a dedicated online program with two professionally-produced sessions filmed in the Building Bridges studio each day. These will air in the morning to cater to international audiences in Asia, Oceania, and the Middle East and in the afternoon targeted at North and South American audiences. It will be convenient for European and African audiences to attend both times.

GALA DINNER The week will close with a gala dinner on the evening of **Thursday, December 2**, which will be a final opportunity for participants to unite and reflect on what was achieved at Building Bridges Week and actions they will take going forward.



For any questions, further
information or media inquiries.
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