

Redesign Resilience Regeneration

Partnership and Sponsorship Opportunities
8th International r3.0 Online Conference

*Thresholds of Transformation - Piloting Regenerative
and Distributive Economies and Cultures*

Date: 7th and 8th of September 2021



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r3.0's Work Ecosystem and Strategic Directions

r3.0 is pleased to announce its 8th international conference, convening from the 7th to the 8th of September 2021 online, due to the Covid-19 global restrictions. For the second time, 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 October to December.

r3.0's work is based around the r3.0 Work Ecosystem: a suite of 9 interlinked Blueprints, 7 already developed, and 2 to be released in 2021 (Educational Transformation) and 2022 (Systemic Governance & Funding). In 2020 r3.0 also released its first White Paper ([From Monocapitalism to Multicapitalism](#)). We have convened 7 prior r3.0 conferences; we host Academic Alliance and Advocation Partners networks; we also host Research and Test Lab collaborations, e.g. with the UNRISD Sustainable Development Performance Indicators Project, the Connecticut River Valley Bioregional Collaborative of the Regenerative Communities Network, and the Civic Fiduciary & Equity Culture Project; and we are instigating our Global Thresholds & Allocations Council & Network. 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:

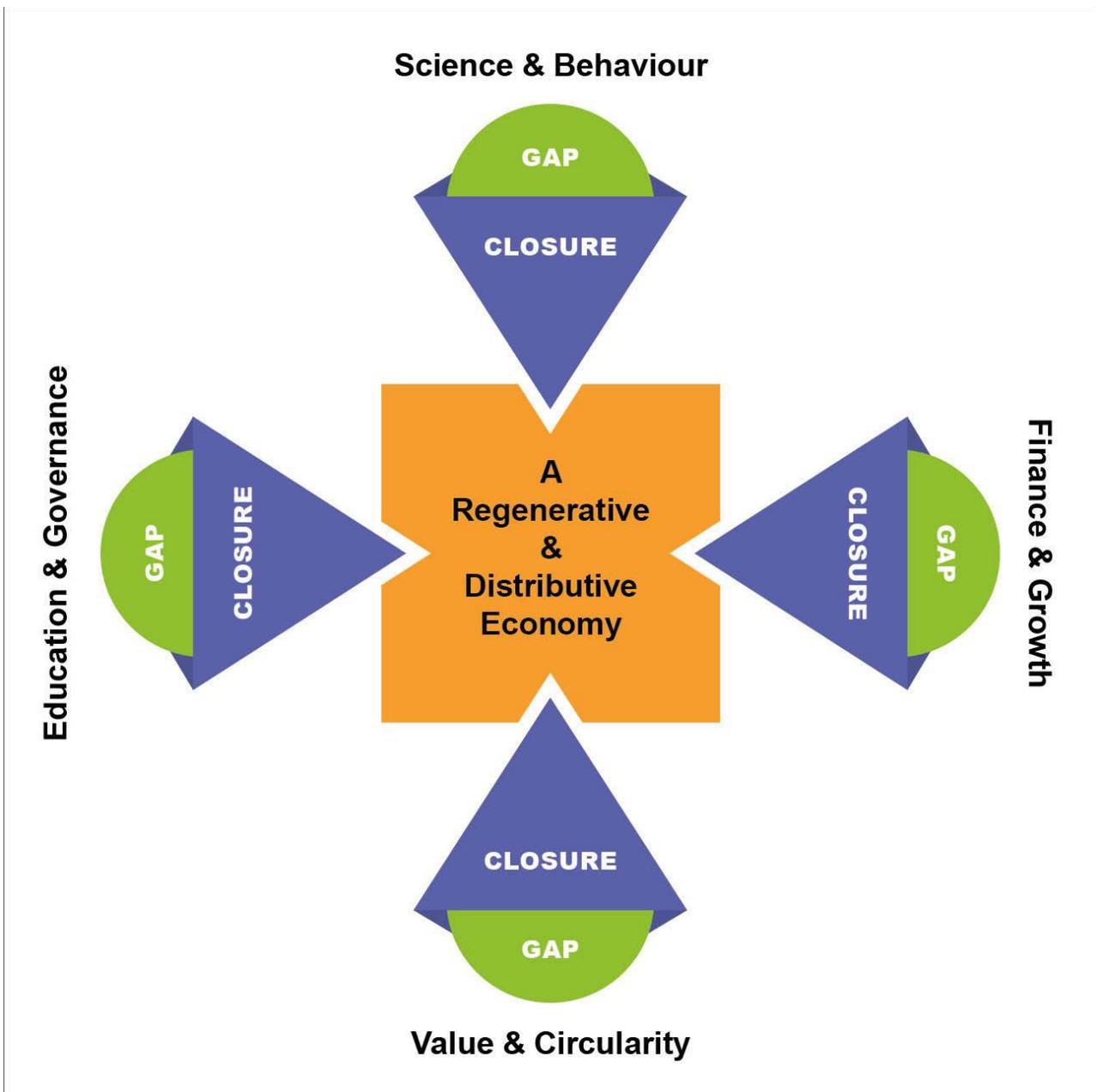
Making the r3.0 Work Ecosystem Work: In our content development phase, we focused on knowledge co-creation (with our global Working Groups), forging a strong foundation from which to now focus on dissemination and implementation. While we “keep our thinking caps on,” we’re also “rolling up our sleeves.” We at r3.0 stand prepared to shift further into advocacy 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. Our collaboration with UNRISD, piloting next-generation context-based indicators, is just one example of how we have already started down this path, and we foresee more action-oriented advocacy going forward.

Nurturing Edge Effect Abundance: After spending a half-dozen years trying to effect change at the center, in the mainstream as well as institutions that purport to advance sustainability, in 2019 r3.0 pivoted to *also* advocate for transformation from the margins. We took our inspiration from our Advocation Partner John Fullerton of the Capital Institute, whose 6th Principle of Regenerative Economics focuses on *Edge Effect Abundance*: “Creativity and abundance flourish synergistically at the ‘edges’ of systems, where the bonds holding the dominant pattern in place are weakest.” Accordingly, r3.0 has diversified from global level engagement in the realm of masculine ego-engorged competition to a bioregional focus on feminine collectivist collaboration. We believe that existing economic and political infrastructure, with globalized supply chains on steroids and mass production that overshoots resource and assimilation capacities – with consequent social degradation – cannot possibly persist. So, in addition to top-down engagement, r3.0 also focuses increasingly on grassroots and peer-to-peer engagement. This is reflected in our convening the Connecticut River Valley Bioregional Collaborative as well as our increasing support for Test Lab experimentation and collaborative, action-oriented Research projects.

A Multi-Year Conference Structure

We piloted a Program Structure at our 2020 Conference that we are retaining for our 2021 Conference (and beyond.) The Structure focuses on eight interlinked thematic areas that encompass the Work Ecosystem of our Blueprints. We bundle them into pairs for four sets of “gaps” that need closing to spur the emergence of Regenerative & Distributive Economies and Cultures.

- **Science & Behaviour:** The intersection of physical 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!
- **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).
- **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?



2021 Conference Focus

For this year's conference we will be covering these four thematic streams in the following way:

- **Education & Governance:** This focus-area will initiate work on the last two Blueprints in r3.0's Blueprint development – the [Educational Transformation Blueprint](#), slated for release at the Conference, and the [Systemic Governance & Funding Blueprint](#), planned to kick-off during the Conference – setting the stage for r3.0 to enter a full adaptation cycle for its Blueprints in 2022.
- **Finance & Growth:** Our recently released [Multicapitalism White Paper](#) will serve as the focal point of this topic area, building on the foundations of the Sustainable Finance Blueprint released at last year's Conference. Exploration will particularly examine if Multicapitalism is a capitalist or post-capitalist concept.
- **Value & Circularity:** How is value created in ways that circulate within the metabolism cycles of bioregions? This session will focus on r3.0's [Test Lab work](#) seeding a Bioregional Action Research Network for assessing and managing bioregional carrying capacities.
- **Science & Behaviour:** This focus-area will solely be looking at the [r3.0/UNRISD Thresholds of Transformation pilot project](#) and will work with some of the pilot-testing companies in explaining their use of the first-ever context-based indicator sets.

The first day of the Conference will feature four 90-minute Plenary Panels with four Keynote Speakers in each, covering these thematic pairings. As in 2020, this will be done in collaboration with iStream, in order to guarantee high-quality recorded sets of keynote sessions.

The second day will host a set of open discussions, framed as 'Rooms', all sessions built around questions about further and deeper engagement around the four focus-areas of Day 1. This will include picking up on recommended content that conference registrants can share with r3.0 in advance, as well as ad-hoc contributions from the audience. Through this we aim at increasing an open debate and more diverse views, delivering more glue to the r3.0 partners, for example the r3.0 Advocation Partner and Academic Alliance Networks.

Conference Program

We will update the Conference Program continually with agenda points and speakers, so we refer to the conference website www.conference2021.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 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

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)	Silver level sponsor representation on all relevant communications (website, mailings, social media)	Bronze level representation on all relevant communications (website, mailings, social media)
	3 online conference tickets included	2 online conference tickets included	1 online conference ticket included
	30% off all additional r3.0 conference tickets for internal staff	20% off all additional r3.0 conference tickets for internal staff	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 open session (rooms)	Acknowledgement of partnership in all official conference media; opportunity to speak in a plenary session or open session (rooms)	Acknowledgement of partnership in all official conference media; opportunity to speak in an open session (rooms)
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 50% 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. At r3.0 we are offering tickets at different price points to for-profit, non-profit, academic and student rates. 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.

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 & open 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 comes a bronze level and 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 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.conference2021.r3-0.org