

# #Hack4Climate

## Background Information for Sponsors (09/2017)

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### Why is Hack4Climate largely financed by sponsors?

Because the hackathon should demonstrate that businesses and NGOs share the view of the high innovation potential of the climate/blockchain intersection. Please also note that climate change does not only represent a major challenge, it also offers vast social and commercial opportunities.

### Which types of sponsors are you looking for?

Hack4Climate is looking for leading firms, NGOs and universities that understand the urgency of climate action, the potential of DLT, and those that have a specific contribution to make additional to the sponsorship fee. Key for such contribution are the type/engagement of delegates nominated and the quality of challenge presented (which in turn is a function of the data/APIs and other special stuff made available).

### Can sponsors attend the preparatory workshops?

Yes, we very much welcome that. Please let us know by submitting the workshop attendance form, indicating that you are a sponsor.

### Can I first attend a workshop and then decide on sponsorship?

No, as attending a workshop is a sponsor benefit.

### Does the specific program stand?

Below is an overview of the current Hack4Climate program. The key elements of the program stand. Of course, organising such a large event for the first time and in parallel to the COP climate conference represents a considerable organisational challenge. The program is thus subject to change. However, please note that the interests of organisers and sponsors are fully aligned in terms of making this a successful, high-profile event.

### Can you pull this off logistically?

We have a good track and can count on the support of the UNFCCC Secretariat, the host city and country through our partners.

### Will Hack4Climate be held physically within COP?

No. Participants hack (and reside) outside the conference. It is foreseen, however, to do live broadcasts of the hack to the conference plenary for motivational and media purposes, and potentially a tour of the conference for all participants. As part of COP23 there will be an official Hack4Climate side event and award ceremony. The winning teams can present their solutions (and there is a panel discussion on lessons learned and perspectives). Team representations will get temporary conference access for this (and potentially a selfie opportunity or two).

### How will accommodation be addressed, given room scarcity during COP

Hack4Climate is very much aware of the scarcity of standard accommodation during COP and is thus developing a number of non-standard options. For this, the team can work with the local municipality and enjoys the support of the host country. It includes a cruise/hotel boat tucked-in on the Rhine, 5 walking minutes from the main conference building, military barracks, and even gym-halls tied in with sponsorship sleeping goodies. We will host our participants comfortably and appealingly in Bonn!

### What types of participants do you expect?

Based on our previous experience and the strategic partners involved, as well as the attractive and free program offered, we are very confident to be able to attract highly qualified individuals. We have a large database of participants of other hackathons/workshops who will be specifically invited. In addition, the Hack4Climate preparatory workshops (held in global blockchain centres, and in cooperation with relevant local stakeholders) in particular, and the application process in general, are set-up with the specific objective to attract the very best – in the interest of climate. Please also note that Hack4Climate's success, inclusive of the level of participation, to no small extent also depends on the support received from sponsors (the credibility of your organisation, and the fact that you share our views on the potential of DLT for climate).

### How can I become a sponsor?

Please consult the last page of this document for a detailed overview table of the different sponsorship categories and the various sponsorship opportunities available. For certain sponsorships, we have specific targets in mind, so you may actively hear from us. In general, however, sponsorships are extended on a 'first come first served' basis. So, if you are interested to become a part of Hack4Climate, don't wait, and please fill out our sponsorship inquiry form [here](#).

### What are the specific sponsorship opportunities?

For the specific sponsorship packages, please refer to the table below. Please note that no sponsorship opportunities exist for the Gear-up Dinner, the 6h Hack-up session, and 24h Hack itself (for which focus shall be exclusively on climate).

### Why should I sponsor?

We believe Hack4Climate represents both an outstanding opportunity to present your brand, and a tangible contribution you can make towards #ClimateAction. Given the importance of the climate topic, the current attention of DLT/'blockchain', as well as our partners and official link to the COP23

climate conference (which attracts substantial interest already), we are confident that Hack4Climate will be a high-profile event.

### Why are some costs & benefits ‘negotiated’?

For the three sponsorship types (Category Sponsor, Co-Sponsor, and Co-Sponsor Light), Hack4Climate offers a defined cost/benefit package, ready to be engaged. For the most comprehensive sponsorship types, as well as the specific allocation of roles/activities regarding the most important program elements, the total package will be tailored to the needs of the sponsors as well as those of the overall impact (e.g. including discussions with other sponsors, available ideas/data for challenges).

### Do I have to engage in all the sponsorship options offered?

No you don't. Please note, however, that particularly for category main- and co-sponsors, the contribution of challenges and the availability of experts are important success criteria. Of course, you may generally inform us on any particular activity for which you do not wish your company/logo to be featured.

### What is the program like for sponsor delegates? What will be provided for these?

Different sponsorship categories allow for the nomination of one or more sponsor delegates to Hack4Climate. Sponsor delegates are offered the same program as hack participants. This includes food, accommodation, and local transport.

### On what basis have you chosen the challenge areas, how will these be presented?

The Hack4Climate challenge areas were defined by the Climate Ledger Initiative (CLI). CLI, in turn, has focused on the climate/CLT intersection since the COP22 climate conference in Marrakesh. CLI has held more than 100 interviews and conducted several workshops with different stakeholder groups. The challenge areas are closely linked to CLI's research and innovation agendas.

### How can we assure our challenge is chosen by participants?

Each participant is free to select his or her challenge. So, there is no other way than to make the challenge as attractive as possible. The best way to do that is to (i) make sure it is closely aligned with the general climate theme and the specific challenge focus areas, (ii) offer interesting data and APIs as part of your challenge, (iii) discuss the proposed challenge early on with the organising team, and (iv) send qualified and motivated delegates who have the vision and know the details of your challenge.

### Will there be facetime with participants? What about Job-Postings?

Yes plenty, as sponsor delegates may accompany hack participants for the entire 4-day event. Sponsor delegates shall act as experts and mentors, and of course we very much encourage close interactions. This may include discussions around HR options – and you are welcome to include specific job postings as part of the documentation you can present to delegates. Please note that all documents provided by you must be labelled appropriately, and they must be made available equally to all participants.

### What Goodies shall we bring?

We encourage you to bring different types of Goodies – and we'll provide you with an opportunity to distribute Goodies both at the start and at the end of the event. Regarding Goodies, our experience indicates that quality counts more than quantity, so better bring one really cool gadget rather than an arsenal of standard pens and hats. Please also note that Goodies must make sense in the light of #ClimateAction, and that materials and other resources consumed for their production (as well as their use) maybe critically evaluated by participants, experts, and the media.

### How to handle the logistics needed for stands and roll-ups?

Your organisation's stand and roll-up are your responsibility. We recommend keeping stands to a minimum and using a portable roll-up. It's the content that counts – and given the logistics of the event, it may be that you can present your stand/roll-up at different locations. Locally we will provide

you with WiFi and power connections, as well as a simple 1.5m \* 1m table and a chair (and we will move this between locations, if necessary). Anything additional you decide to feature is your own responsibility (to move, present, store-away, etc). We will, of course, gladly assist you with the logistics for sending stand/roll-up, documents and Goodies to Bonn.

Will you take charge of COP-access for the side event/award session?

Yes.

Doesn't flying-in 100+ people portray the wrong climate message?

Yes, in a way it does. Emissions from air travel are substantial, and Hack4Climate is clearly aware of this. We therefore will double-compensate all emissions caused by the event (as part of our cooperation with the [MyClimate foundation](#)). But the Hack4Climate team is of the opinion that the innovation acceleration benefits from physically bringing together participants, both regarding learning and networking, outweigh the disadvantages of travel. Our objective is to really offer a 'deep dive' into climate for the carefully selected DLT experts participating in the hack. We also want to actively foster a community at the intersection of climate and DLT, for which we believe face-to-face contact is critical at the outset. Please note that in addition to the Bonn-invited participants, Hack4Climate also plans to engage many others virtually.

What exactly is the Climate Ledger Initiative (CLI)?

The mission of CLI is to accelerate #ClimateAction in line with the goals of the Paris Climate Agreement and the Sustainable Development Goals (SDGs) through Blockchain-based innovation applicable to climate change mitigation, adaptation, and finance. CLI is supported by Governments and international organisations. It offers a Research fund, a Use Case fund, and a set of Call-out activities (coordinating between research and use cases, and including capacity building, coaching, and community engagement). CLI aims to develop into an innovation ecosystem, providing stewardship, inducing collaboration, offering regulatory support – thus helping to assure that innovation will translate into specific/relevant #ClimateAction. For more information, please visit [CLI's website](#).

Overview-table of Sponsor Opportunities

Please see next page.

#Hack4Climate 2017, Sponsor Opportunities Category	Platform Partner	Travel Partner	Host Ctry. Partner	Host City Partner	Strategic & Supporting P.	Main Cat. Sponsor	Category Sponsor	Co-Sponsor	Light Co-Sponsor	Media Partner
Category No.	1	2	3	4	5	6	7	8	9	10
Cost & Benefits	negotiated	negotiated	negotiated	negotiated	negotiated	50'000	20'000	10'000	5'000	negotiated
1 Order of logo appearance (applicable in general)	first	first	first	first	negotiated	second	third	fourth	fourth	fifth
2 Size of logo appearance (applicable in general)	very large	very large	very large	very large	negotiated	large	medium	small	small	small
3 Logo on <b>official banner</b>	yes	yes	yes	yes	negotiated	yes	yes	yes	yes	yes
4 Logo on <b>website</b>	yes	yes	yes	yes	negotiated	yes	yes	yes	yes	yes
5 Logo on <b>T-shirt</b>	yes	yes	yes	yes	negotiated	yes	yes	yes	yes	yes
6 Logo in <b>email footer</b>	yes	yes	yes	yes	negotiated	yes	yes	yes	yes	yes
7 Logo on <b>badges</b>	yes	yes	yes	yes	negotiated	yes	-	-	-	-
8 Reference in <b>press release</b>	first +quote	third	second	second	negotiated	third	-	-	-	-
9 View <b>pitch-documents</b>	all	all	all	all	negotiated	category	category	-	-	-
10 Nominate <b>delegates</b> (accom. Included)	2	2	1	1	negotiated	2	1	1	-	1
11 High-level <b>policy briefing</b> (attendance)	1	1	1	1	negotiated	1	-	-	-	1
12 Nominate <b>specific challenge</b>	-	-	-	-	negotiated	yes	-	-	-	-
13 Partner <b>stand &amp; rollup</b> (your own equipment)	yes	yes	yes	yes	negotiated	yes	yes	yes	-	yes
14 <b>Participants' CVs</b> (if ok-ed by them)	yes	yes	yes	-	negotiated	spons. Cat.	spons. Cat.	-	-	-
15 Registration, <b>Welcome Goodies</b> (same to all)	yes	yes	yes	yes	negotiated	yes	yes	yes	-	yes
16 Reception, <b>Welcome Keynote</b> (5-10min)	negotiated	negotiated	negotiated	negotiated	negotiated	-	-	-	-	-
17 Welcome Dinner, <b>Dinner Keynote</b> (10-15min)	negotiated	negotiated	negotiated	negotiated	negotiated	-	-	-	-	-
18 <b>Bfast Day 1, Address</b> (5-10min)	negotiated	negotiated	negotiated	negotiated	negotiated	negotiated	-	-	-	-
19 <b>Lunch Day 1, Address</b> (5-10min)	negotiated	negotiated	negotiated	negotiated	negotiated	negotiated	-	-	-	-
20 <b>Bfast Day 2, Address</b> (5-10min)	negotiated	negotiated	negotiated	negotiated	negotiated	negotiated	-	-	-	-
21 <b>Hack Keynotes</b> (10-20min)	negotiated	-	-	-	negotiated	-	-	-	-	-
22 <b>Almost Done Lunch, Address</b> (5-10min)	-	-	-	-	negotiated	negotiated	-	-	-	-
23 <b>Celebration Dinner, Address</b> (5-15min)	negotiated	negotiated	negotiated	negotiated	negotiated	-	-	-	-	-
24 <b>Farewell Bfast, Address</b> (5-10min)	negotiated	negotiated	negotiated	negotiated	negotiated	-	-	-	-	-
25 <b>Farewell Bfast, Outro Goodies</b> (same to all)	yes	yes	yes	yes	negotiated	yes	yes	yes	-	yes
26 Delegate <b>Main Jury Member</b>	yes	yes	-	-	negotiated	-	-	-	-	-
27 Delegate <b>Category Jury Member</b>	-	-	-	-	negotiated	yes	-	-	-	-
28 <b>Side Event, Documentation Reference</b>	yes	yes	yes	yes	negotiated	yes	yes	yes	yes	yes
29 <b>Side Event, Award Intro</b>	negotiated	negotiated	negotiated	negotiated	negotiated	-	-	-	-	-
30 <b>Side Event, Challenge Area Commentary</b>	-	-	-	-	negotiated	negotiated	-	-	-	-
31 <b>Side Event, Challenge Area Prize Handover</b>	-	-	-	-	negotiated	negotiated	-	-	-	-
32 <b>Side Event, Public Prize Handover</b>	-	negotiated	negotiated	negotiated	negotiated	-	-	-	-	-
33 Dedicated <b>Media Planning Assistance</b>	yes	yes	yes	yes	negotiated	yes	-	-	-	-