

DATA FOR DEVELOPMENT FESTIVAL

2018

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

March 21-23 2018

Bristol City Hall,
College Green,
Bristol, UK.

#Data4DevFest



Global
Partnership
for Sustainable
Development Data

DATA *for*
DEVELOPMENT
FESTIVAL

March 21-23, 2018
Bristol, UK



Global Partnership
for Sustainable
Development Data



About the Festival

The Data for Development Festival is an in-person gathering of the Global Partnership for Sustainable Development Data's network of 280 partner organizations - a powerful coalition of changemakers representing governments, businesses, charities, research institutions, development banks, and United Nations agencies. Together we form a truly global network using data to achieve the Sustainable Development Goals - improving lives, fighting inequality, and promoting environmental sustainability. This will be the inaugural global meeting, with subsequent meetings taking place every two years, in a different country each time.

Over the course of three days, 300 representatives from the UK and around the world will come together to discuss the challenges and opportunities of using data innovation and data-led technology to create a better world. It is an exciting chance to generate new partnerships, identify opportunities for collaboration, and explore how emerging technologies can be leveraged for social good.

About the Organizers

The event is co-organized by the Global Partnership for Sustainable Development Data and the following members of the Global Partnership: the United Kingdom Department for International Development (DfID) and its Office for National Statistics (ONS), Southern Voice, Open Institute, CARTO, Datavized, Development Initiatives, the Open Data Institute, RELX Group, Group on Earth Observations (GEO), the United Nations Population Fund (UNFPA), the World Bank, Development Gateway, and Centro de Pensamiento Estratégico Internacional (Cepei).

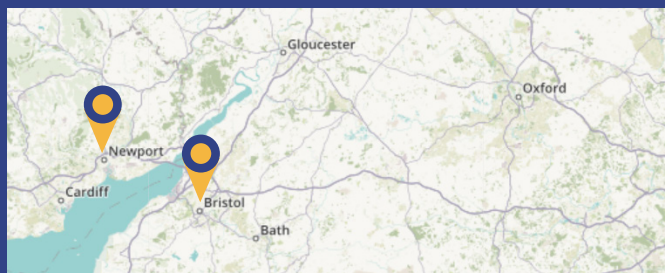
It is co-hosted by the UK Government, DfID, and its Office of National Statistics. The data festival will have wide international participation from a range of stakeholders from government, civil society, academia, NGOs, and the private sector.



About the Location

The Data for Development Festival will take place in Bristol, UK - a city with a thriving data and technology scene. The UK government is co-hosting the festival and the three-day agenda will feature a field trip to the UK Data Science Campus in Newport, Wales.

Main sessions will take place on 21-23 March 2018 at Bristol City Hall, College Green, Bristol, UK.



A welcome from the mayor of Bristol:

“Bristol is a creative and open city, made up of communities from around the world that speak over 90 languages. We are very proud of our global relationships, our partnership with other organisations helping to tackle international challenges and our ground breaking projects working with cities overseas which are helping to develop trade connections and research links.

I am delighted to welcome the Data for Development Festival to our city. We are leading the way with our smart city status and want to demonstrate leadership on an international stage to encourage inclusivity, sustainability and resilience. The city’s thriving tech and creative industries alongside our active network of international development organisations are among those helping to promote the effective use of smart data to benefit people around the world. Together, I hope we will be able to develop this further and come up with new data-driven solutions.”

Marvin Rees,
Mayor of Bristol
#BristolGlobalCity



About the Global Partnership for Sustainable Development Data

When world leaders adopted the Sustainable Development Goals (SDGs), they made a historic commitment to build a world of peace and prosperity for people and for the planet. The scale of the goals will require trillions of dollars and strong partnerships, underpinned by data to assess need, develop solutions, direct resources, and measure impact. Data powers progress but there are gaps in data production, quality, and usage that will make it harder to achieve the SDGs. The Global Partnership for Sustainable Development Data seeks to address these gaps, working to ensure we have the data needed for making the smart policy choices necessary to achieve the goals by 2030.

The Global Partnership for Sustainable Development Data is working to create a world where good data is used to achieve just and sustainable societies. We do this by:

Advocating

for the role of data in driving sustainable development at the global, regional, and national level

Initiating

collaboration across all sectors to innovate, build capacity, and apply the world’s best knowledge to the world’s worst problems

Improving

data access and interoperability mechanisms and standards

Working

with governments and other partners at the country-level to create and implement robust data ecosystems

Data for Development Festival Main Program

Over the three days, 300 participants representing the private sector, academia, governments, civil society, foundations, research and development organizations, the United Nations and other multilateral organizations, data scientists and statistical offices, and more will come together to discuss, debate, and forge action on delivering a data revolution for sustainable development. The event will connect supply and demand, and innovators with organizers.

Themes



People:

Focusing on and around people-centered issues including gender, age, disability, health, leaving no one behind, data disaggregation, and citizen-generated data.



Prosperity:

Decent work, quality of life, access to finance, unemployment, and related issues are directly linked with demographics, economic migration, poverty mapping, civil registration, public transit, infrastructure, and more.



Planet:

How can we leverage data, including earth observation and remote sensing data, and innovative modalities such as twinning cities, to protect oceans, strengthen agriculture and food security systems, develop disaster resilience and emergency response, and more.



Process:

How can the data community streamline, standardize, and refine processes around collecting, sharing country roadmaps, financing mechanisms, and interoperability standards, we can address challenges related to data maturity and quality, interoperability, privacy, data literacy and the siloed nature of different data types including social media data, earth observation data, administrative data, and more.

Formats

- High-level plenary segment: keynote speaker, UN representative, C-suite level private sector representative, welcome remarks from UK Minister and Mayor of Bristol.
- Festival style multi “stage” events running concurrently across five different rooms
- Wicked Issues lively debates exploring emerging and perennial issues, cutting through entrenched positions towards solutions “Topic include open source vs. rights reserved, ethical implications of VR and AI, the internet of things, among others.
- Thought-provoking interactive installations with games for social good, virtual reality data art installations
- Field trip to UK Data Science Campus in Newport, Wales
- Data-dive hackathons using Earth observation data, among other data sources, for SDG related applications
- “Data Bazaar” Innovation Showcase, demos, live happiness measurement, GEO games, VR, AR, and 3D experiences, immersive storytelling, data journalism, data visualizations, interactive networking wall
- Evening Gala Dinner with VIP Speakers

Program

- People
- Planet
- Prosperity
- Process

“The Data for Development festival will be the inaugural in-person gathering of the Global Partnership for Sustainable Development Data’s partner network. It is an exciting chance to exchange ideas with partners from around the world, generate new collaborations, and explore the impact of emerging technology on people’s lives.”



Claire Melamed,
Executive Director,
Global Partnership
for Sustainable
Development Data

TUESDAY, 20 MARCH 2018

- 5.00-7.00PM** Warm-Up Session | Ice Breaker Session
- 7.00-9.00PM** Data Drinks Welcome Event

DAY 1: WEDNESDAY, 21 MARCH 2018

- 8.00AM** Registration
- 9.00AM** Opening Plenary Session
- 10.30AM** Coffee Break
- 11.00AM**
 - Community-Led Monitoring
 - Tech Literacy Training
 - Prosperity Plenary: Beyond GDP
 - Open Data Portals | Data Revolution
- 12.30PM**

Lunch	Meet The Secretariat
<ul style="list-style-type: none"> Data Bazaar Innovation Showcase & Speed Dating 	<ul style="list-style-type: none"> ■ Privacy Debate ■ Private Sector Contribution to the SDGs ■ Data Ecosystems Financial Flows & Accountability Open Data Training
- 2.00PM**

<ul style="list-style-type: none"> Travel begins to Newport Data Science Campus Field Trip 	
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- 3.30PM**
- 5.30PM** Field Trip

DAY 2: THURSDAY, 22 MARCH 2018

- 8:45AM** Plenary Session
- 9:45AM**
 - Citizen-Generated Data
 - Planet Plenary: EO Data
 - Geospatial Demographic Data Training
 - Funding Pitch Session | SDG Monitoring and Reporting
- 11:15AM** Coffee Break
- 11:30AM**
 - Data Innovations
 - Tech Literacy Training | EO for SDG Indicators
 - Agriculture and Nutrition
 - Process Plenary: Data Funding
- 1:00PM**

Lunch	Meet Country Partners
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- 2:00PM**
 - People Plenary: Leaving No One Behind
 - Cities | Transboundary Water Management
 - The Future of Data Regulation
 - Open Data Training
- 3:30PM** Coffee Break
- 4:00PM**
 - Making People Count | Human-Centered Design | Understanding Disability Data
 - Open Source / Proprietary
 - CRVS & Census Data
- 5:30PM** Day 2 Close /Break
- 7:00PM** Gala dinner - We the Curious

DAY 3: FRIDAY, 23 MARCH 2018

- 9.00AM**

<ul style="list-style-type: none"> Data Bazaar Innovation Showcase 	<ul style="list-style-type: none"> ■ Ethics of Algorithmic Accountability ■ Drop-In Problem Solving Sessions ■ Data Pop Alliance Training
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- 10:30AM** Coffee Break
- 11:15AM** Closing Plenary/Town Hall
- 1:00PM** Lunch & Departures
- 1:30PM**
- 7:30PM** Data Dive

The Data for Development Festival provides *unique opportunities* for sponsors to:

- Gain exposure among 300+ attendees of the most influential, innovative, and engaged members of the international data for development community, including policymakers, executives, thought leaders, data producers, data users, data scientists, and development practitioners.
- Showcase your brand to this global community for strategic and targeted outreach to leaders in growing sectors at the intersection of data and sustainable development.
- Connect with this partner network and learn about its work, needs and demands, gaps and market opportunities, and innovations in the pipeline.
- Ensure that this important and growing network knows about you, your services/products, and the role are playing in the data revolution for social good.
- Become an early adopter of data for sustainable development principles, network with the community that will shape the future of global development.
- Launch or showcase your innovative products and solutions, demonstrating how it could be used for social good.

Levels of Sponsorship



Diamond:
\$100,000



Platinum:
\$75,000



Gold:
\$50,000



Silver:
\$25,000



Bronze:
\$10,000



Blue:
\$5,000



Star:
Other - name your contribution

Or... Sponsor a Session

- Named Gala Dinner: Host gala dinner + branded materials at gala dinner
- Data Drinks – host “data drinks” session; branded materials at pub; co-produce relevant content around your product or service
- Breakfast session sponsor
- Lunch session sponsor
- Virtual Reality Play Space – sponsor a plot in the room; exhibit relevant content/services (see details on page 8)
- Other – have an idea for a session that you’d like to sponsor? Let us know!

Sponsorship Level	 Diamond: \$100,000	 Platinum: \$75,000	 Gold: \$50,000	 Silver: \$25,000	 Bronze: \$10,000	 Blue: \$5,000	 Star: Other
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Intro, main high-level plenary	✓						
Intro, plenary session		✓					
Intro, thematic breakout session			✓				
Banner in main entry hall	✓	✓	✓				
Data innovators video: access to Global Partnership thought leaders for interviews in a co-produced video	✓	✓					
Head table seating at Gala Dinner	✓	✓	✓	✓			
Preferential stand position	✓	✓	✓	✓			
Exhibition stand	✓	✓	✓	✓	✓		
Special thanks in program	✓	✓	✓	✓	✓		
Logo in program	✓	✓	✓	✓	✓	✓	
Company blurb on festival website	✓	✓	✓	✓	✓	✓	
Logo + special thanks on festival website	✓	✓	✓	✓	✓	✓	✓
Permission to use festival branding for PR - "Proud to Sponsor Data for Development #Data4DevFest"	✓	✓	✓	✓	✓	✓	✓
Membership in the Global Partnership for Sustainable Development Data (for qualifying organizations)	✓	✓	✓	✓	✓	✓	✓

*Sponsorship must be received by March 1st 2018 to guarantee inclusion in print materials



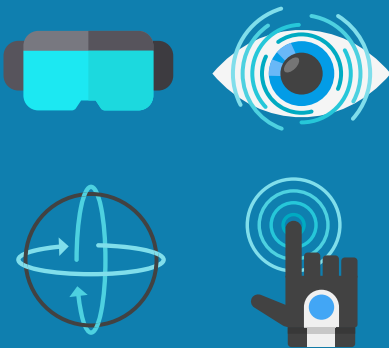
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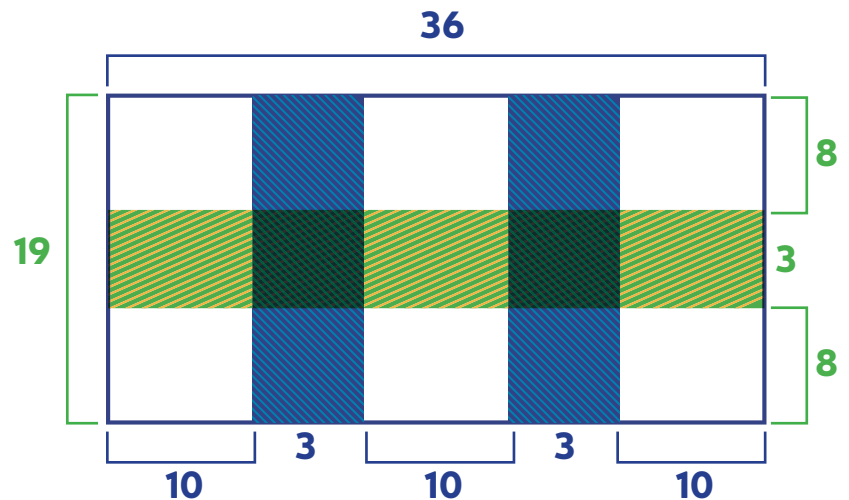
Virtual Reality Data Play Space

The Data for Development Festival's VR Data Play Space will showcase interactive, immersive experiences, content, and technology with a social impact focus. We can offer a dedicated space where your company can run demos, introduce relevant projects, and curated content to the 300+ attendees from governments, the UN and other multilateral organizations, NGOs, the private sector, and more. Acceptable content will include immersive data visualizations, virtual reality and augmented reality experiences, and related technologies that are related to sustainable development and/or social impact.



The details:

To showcase your unique content and products, sponsors can reserve one or two (out of a total of six) 10ft x 8 ft plots in the room. Each plot requires a sponsorship commitment of \$10,000 to cover the programming and venue costs for three days. We strongly suggest sponsors allocate resources to staff their own plots (ie, staff to assist participants with the VR experience, to run demos, answer questions, etc.)



The audience:

Members of the Global Partnership are innovators and changemakers at the local, regional, and international level, and they're an incredibly diverse group from all over the world. As such, many may not have yet experienced VR, AR, AI, and other emerging technologies, especially in the context of social impact. Festival attendees are leaders in their spaces who are looking for new, creative, immersive ways to further their organizations' missions.

Other ways to engage:

We're looking for in-kind donations of branded hardware and/or technology. We're also looking for great content partners to deliver unforgettable experiences. Contact data4devfest@data4sdgs.org for these opportunities or to get involved in other ways.

**Contact
Details**

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