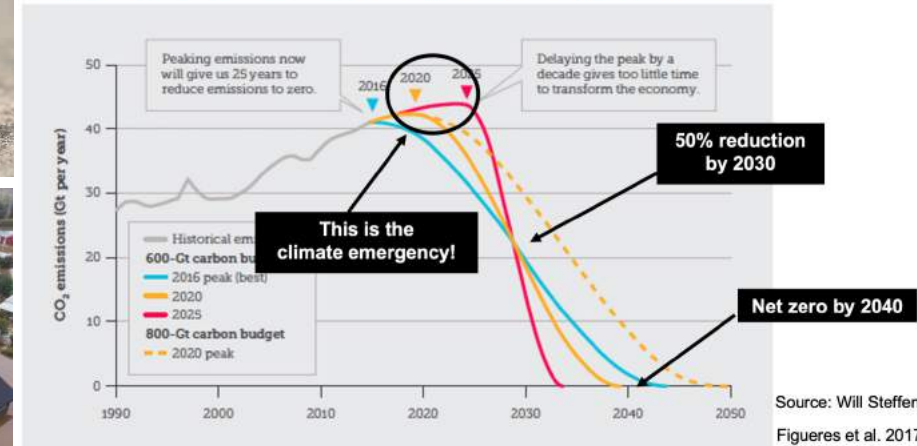


# After 50 years of global environmental work 1972 – 2022...



## Why is 2022 so important?

Emission Reduction Pathways for Meeting the Upper Paris Target



- In spite of **50 years of global environmental work** and **four years** of children and youths in **school strikes** every Friday around the world to get action from governments, **there is VERY LITTLE action**.
- There is **no business on a dead planet**, so business leaders need to think long-term.
- **How can leaders from business support children and youth to get action from governments?**
- **We have the solutions**, so we just need to get into action.
- Join us by leading the way in setting **Moonshot pledges** and committing to **BOLD ACTIONS** to be followed up in **3 – 6 months' time**, and to drive delegates and leaders to **go from words to action at Stockholm+50**.
- **Let's join forces 1<sup>st</sup> of June to make Stockholm+50 the Game Changer it needs to be!**

# A Once in a Lifetime Opportunity that we can't miss!



**To strengthen the impact of Stockholm+50 & make it a Game Changer:**

**June 1: Kick-off event to get UN Delegates & other stakeholders to go from words to action**  
*- in Stockholm & around the world*

**June 5: Focus on children and youth & celebration of the outcome,  
World Environment Day & the real 50-year Anniversary**



# Join us in a Once in a Lifetime Opportunity!

- Earth4All report, with keynote speakers, such as Kate Raworth, on how to reach the SDGs within the planetary boundaries
- Climate dialogue led by youth, incl. “MAPA” and Greta Thunberg – focus: commitments for urgent action now.
- The Natural Step will engage participants in creating and registering Moonshot pledges and actions.
- Announce a ‘Sustainability Awards’ in partnership with well-established PEA awards from the UK.
- Possibly a Hack for Earth incl. UN Delegates and a selected group of stakeholders from around the world.
- Music, concert and art for sustainable development – to Save The World, For a Better Day & possibly global Climate Live (TBC)
- June 5: Focus on children and youth & celebration of the outcome, World Environment Day & the real 50-year Anniversary

**Less than 3 months until June 2022!**



Contact us at: [info@2022initiative.org](mailto:info@2022initiative.org) or +46 76 555 74 50

*Photo: Climate Planet*

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# Possible setup of kick-off in Avicii Arena 1<sup>st</sup> of June

STOCKHOLM GLOBE ARENAS				EVENEMANGSDATUM			
ARENA	ERICSSON GLOBE	VERSION	DAG	VERSIONSDATUM	SKALA	NOT TO SCALE	
	ANSVÄRIG	JONAS	ÖVRIGT	2015 04 09			

## Area dedicated to e.g.:

- Business & Pioneering the Possible
- Global Governance & Policy
- Civil Society involvement
- Moonshot Pledges and Action
- Pathways to the Summit of the Future

## Arenas for co-creation:

Civil Society,  
Academia,  
Business &  
Public Sector

## Arena for Action on possible solutions:



## Arena for co-creation on solutions, Moonshot Pledges & Actions for Systems Change

1. Energy transformation,
2. Food system transformation,
3. Accelerating low-income growth and new development models for the South,
4. Redistributing wealth and
5. Empowering Women and investing in Education for all.



# Partnerships for Only One Earth Solutions



## Founding partner (5 – 10 selected organizations)

- **2022 project final execution** **1 MSEK (100 000 EUR)**
- Platform for speaking, announcements and thought leadership pre-, during & post-event
- Attracting global media attention
- Integrating your messaging with ours
- Inviting delegations, assisting with meeting scheduling, wish lists & attendance
- Exhibition space to showcase your services & commitment to sustainability\*
- Creating a dedicated space to meet your customers and partners
- Connecting you with our network and community
- Tailor event themes to add value to your activities and enhance your storytelling
- Branding and hosting opportunities
- 14 000 participants in Stockholm & global outreach

**\*A committee will assess all solutions to ensure complete sustainability.**

## Only One Earth Partner

**500 000 SEK (50 000 EUR)**

- Providing a platform for speaking, announcements and thought leadership pre-, during and post-event
- Exhibition space to showcase your solutions\*, services and your commitment to the market
- Creating a dedicated space to meet your customers and partners
- 14 000 participants in Stockholm & global outreach

## Earth Partner

**200 000 SEK (20 000 EUR)**

- Showcase completely sustainable solutions\*
- Panellist possibilities
- 14 000 participants & global outreach

# Sponsor, Accelerating Change & Supporting Partnerships



## Sponsoring & Accelerating Change Partners

- **Titanium: 1 MSEK: Sponsor:**
  - 100 Only One Earth Golden Tickets\* of Action for VIP area and possibility to connect with ticket holders
  - 1000 Only One Earth Regular Tickets\* of Action and possibilities to offer completely sustainable solutions as part of tickets
- **Gold: 500 000 SEK**
  - 50 Only One Earth Tickets\* of Action for VIP area & possible connect
  - 500 Only One Earth Regular Tickets\* of Action and possibilities to offer completely sustainable solutions as part of tickets
- **Silver: 200 000 SEK**
  - 200 Only One Earth Regular Tickets\* of Action & possible connect
- **Bronze: 100 000 SEK**
  - 100 Only One Earth Regular Tickets\* of Action & possible connect

## Act to Accelerate Change Partner

- 50 000 SEK
- 50 Only One Earth Regular Tickets\* of Action & possible connect
- Showcase completely sustainable solutions
- Interact with participants to accelerate change

## Supporting partnerships

- 20 220 SEK/year: 15 Regular Tickets\* of Action for participation
- 2 022 SEK/year (small organization or combined with in-kind contribution): 2 Regular Tickets\* of Action for participation
- Individuals 22 – 2 022 SEK (*Leaving No One Behind*)
  - *Increased chance to get a sponsored ticket*
- In-kind contribution & visibility based on agreement

All above: Showcase completely sustainable solutions & Branding possibilities **\*To get a ticket concrete action is required instead of payment.**



# Other possibilities – Be part of the solution!



## Content/Enabling partners

- Partnership in concrete projects contributing to accelerated action
- Workshops to find relevant projects and create engagement

## Global outreach partners

- Contribute to global outreach
- Global outreach – IT: Contribute with technology for enabling “glocal” events & engagement around the world

## Investment

*Contact us for more info on investment opportunities in e.g. the Conferences, Sustainability Games and Digital Tools*

- **Contribution, visibility and collaboration based on agreement**

## Platform partners

- Contribute to building the platform for communication
- Contribute to increased awareness & engagement

## Media/Communication partners

- Contribute with your media channels (Sweden, global)
- Specific communication material
- Contribute with development of documentaries

## Project management partners

- Contribute to different parts of the global project management
- Contribute by leading business networks

## Arena partners

- Contribute to the physical events
  - from rent of arenas to equipment and setup inside

- **Use of logo in e.g. social media**