

# Sponsorship Proposal



## **BUILDING THE SUSTAINABLE BIOECONOMY TOGETHER** RSB'S ANNUAL MEETING

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*6-7 December 2018*  
*Berlin, Germany*



*The Roundtable on Sustainable Biomaterials invites you to work with us to shape the trajectory of the global bioeconomy.*

*By supporting our Annual Meeting, which brings together a broad section of business sectors, civil society and government agencies, you will be investing in our collaborative and participatory approach to addressing the biggest challenges facing sustainability in the bioeconomy through partnership building and the development of the RSB Standard.*

### **The meeting has three parts:**

- **Growing the Future for Bioproducts:** a Business Forum that tackles key issues facing industry with perspectives from NGOs, brands and government agencies;
- **RSB Member Showcase:** sharing real examples of members implementing RSB from around the world in order to stimulate collaboration among members and non-members alike;
- **Assembly of Delegates:** a meeting general assembly that debates and decides on changes to the RSB's Standard and Governance.

### **Who will be there:**

- Global brands
- RSB members, including key NGO/UN actors as well as members from around the world and all sectors
- Certified operators
- Processors and innovators
- Feedstock producers
- WWF network offices



## Sponsorship Opportunities

	<b>Silver</b>	<b>Gold</b>	<b>Green</b>
<i>Exposure on the RSB website/invitation/newsletter as an event sponsor before, during and after the meeting</i>	Mentions	Mentions	Headline Sponsor in all communications
<i>Promotion via social media channels</i>	1 x per month	2 x per month	In every post
<i>Promotional opportunities via banner display at the event</i>	1 x banner at Registration Desk	2 x banner at Registration Desk and Break Area	2 x banners in Premium site (stageside)
<i>Distribute your publicity material at the event</i>	On table	On table	In delegate bags
<i>Enhanced networking opportunities</i>	Yes	Yes	Yes
<i>Speak at the event</i>	Yes	Yes	Yes & keynote speech at reception
<b>COST</b>	<b>5000 EUR</b>	<b>10 000 EUR</b>	<b>15 000 EUR</b>



## RSB Business Forum

### **Growing the Future for Bioproducts**

<b>Date:</b>	6 December 2018
<b>Time:</b>	9h00-13h00, followed by lunch
<b>Hosted / Facilitated by:</b>	WWF and RSB
<b>Keynote speaker:</b>	P & G
<b>Panellists and contributors:</b>	Representatives who are working in the sustainable bioeconomy from across industry and business sectors. Previous panellists have included speakers from: <i>Climateworks, SKY NRG, Gol Airlines, Fulcrum Bioenergy, Cathay Pacific, Airbus, WWF, Agrisoma, The Mexico Biojet Cluster (represented by Ciatec), University of British Columbia, The TUI Group</i>

The *Circular Economy* and *Bioeconomy*, in spite of their different foundations and strategies, are joined by a common ideal of reconciling economic, environmental and social goals.

For almost 2 million years, people derived have everything they needed from the bioeconomy - plants, animals, and micro-organisms – and it was only 200 years ago that this was interrupted by fossil fuels and carbon.

The time is now for a revival - a modern and knowledge-based bioeconomy that not only replaces conventional products but also creates new, innovative and sustainable products to enable growth and employment. By incorporating the principles of the circular economy, which aims to keep products, components, and materials at their highest utility and value at all times through waste prevention, recycling, up-grading and cascading uses, dedicated brands can forge a new path to abundant, sustainable growth.

*“The circular economy (is the economic space) where the value of products, materials and resources is maintained in the economy for as long as possible, and the generation of waste minimised”. – EU definition of the “circular economy”*

*With its expertise in both the bioeconomy and the circular economy, the RSB supports its partners, members and stakeholders to mitigate business risk, meet the UN Sustainable Development Goals, and protect & promote ecosystems and food security.*

**EUR 57 BILLION**

IN ANNUAL REVENUE & INVOLVE  
**300,000 JOBS**

“Bio-based products can make the economy more sustainable and lower its dependence on fossil fuels. For this reason, the EU has declared the bio-based products sector to be a priority area with high potential for future growth, reindustrialisation, and addressing societal challenges.”

*WWF is the world's largest conservation organisation, and it has a strong focus on ensuring the development of a future economy that ensures human wellbeing in a thriving natural environment. WWF views RSB as the only current sustainability standard that sufficiently addresses the key sustainability issues of biomaterials. As such, the two organisations are working to embed sustainability in bioeconomy initiatives in several countries around the world.*

Various industry sectors have set ambitious targets to replace fossil-based materials with recycled or renewable materials in some years (2030-2050) and are driving innovation together with partners and RSB. The RSB approach offers a critical lever for transformation towards a more sustainable planet and economy.

RSB has demonstrated its leadership in driving a sustainable and healthy bioeconomy and delivers ground-breaking and credible standards which provide solutions for various industry sectors.

**The workshop will discuss and address the following questions:**

- *The role of the bioeconomy in the circular economy*
- *Circular, bio-based models for rural communities – how can these work?*
- *Can our planet cover the needs for plant biomass? How do we scale up the production and delivery of sustainable bioproducts in a responsible manner?*
- *How can global brands address true sustainability in their approaches?*
- *Recycling, extending life span of products or bio based materials etc. are not by definition sustainable solutions. In the end, we seek solutions that generate economic and social value and at the same time, from a life-cycle perspective, do not:*
  1. *rely on traditional fossil-based inputs*
  2. *require non-renewable or non-recyclable raw materials*
  3. *generate harmful emissions, waste and degradation or loss of biodiversity*

**Outcomes will include:**

- Evaluating sustainable and circular solutions
- Understanding the role of consumer awareness and demand for sustainable bioproducts
- Exploring synergies between the different initiatives and how collaboration can be fostered
- Growth scenarios for the sustainable bioeconomy
- How innovation culture can create a sustainable and healthy bioeconomy

## *RSB Member Showcase*

**Date:** 6 December 2018  
**Time:** 14h00 – 18h00  
**Hosted by:** RSB Secretariat

Our Member Showcase provides a platform for RSB members to share and explore their work as implementers of the RSB standard around the world, in order to strengthen collaboration and build the partnerships across industry and sectors that will lead us to the solutions to some of society's most pressing challenges.

The 2018 meeting will focus on highlighting work in different regions of the world where RSB's members are laying the foundations of a sustainable bioeconomy.

### **RSB Member Showcase Agenda**

*Strength-to-strength – RSB in 2018*  
- Rolf Hogan, RSB Executive Secretary

*RSB around the globe*  
- members from across the bioeconomy and world share their experiences of the RSB Standard in action



## *Assembly of Delegates Meeting*

**Date:** 7 December 2018  
**Time:** 09h00 – 17h00  
**Hosted by:** RSB Secretariat  
**Guest speakers:** TBC

Our members are shaping the global bioeconomy and our Annual Meeting provides a platform for all of our stakeholders to come together and guide the development of our organisation and Standard – to ensure that RSB remains on the cutting edge of sustainability for technology, policy and market development. It is on this platform that different perspectives and opinions are discussed and debated, to ensure relevant outcomes are integrated into the world's most credible sustainability standard.

The agenda for the Annual meeting of delegates includes discussion and approvals of RSB standards currently under revision, insights into new market trends and opportunities for RSB, and the launch of a new membership offering and engagement plan.

RSB's governance system allows all areas of the bioeconomy to have a voice at the table and the meeting is an opportunity for these diverse stakeholders to meet, discuss, debate and agree on solutions. RSB subsidises the participation of social and environmental NGOs in order to ensure a truly participative and transparent dialogue.

### *Assembly of Delegates Agenda:*

- Keynote Address
- Chamber Meetings
- Networking Opportunities
- Closed Membership Session
- Standards Development Work
  1. *Revision of the RSB Risk Management Standard*
  2. *Revision of the RSB Standard for Bio-Based Products*
  3. *Development of a methodology for modelling displacement effects*