



May 22 - 24 | 2019
Oslo, Norway

Connecting those who shape the future of our cities

Joining forces at Europe's (and Norway's) largest event for sustainable cities and the people driving this change

UFGC19
May 22 – 24 | 2019
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Outline of a Networking Partnership with UFGC
September 2018

The meeting of CityChangers

The URBAN FUTURE global conference is Europe's largest meeting dedicated exclusively to "CityChangers": decision makers, influencers, experts and leaders from around the world who actively, passionately and effectively make cities more sustainable.

UFGC19 will be hosted by the City of Oslo (Norway) from May 22 to 24, 2019 as one of the signature events of Oslo's *European Green Capital* campaign in 2019. It will be Norway's largest sustainability event of the year.

Meet around 3,000 CityChangers from 300+ cities in 60+ countries together with all key stakeholders from Norway and the entire Nordic region. Meet many of today's most active, passionate and innovative urban change agents. A great number of mayors, vice mayors and media representatives make the URBAN FUTURE the key international platform for sustainable cities.

The most active players join forces

UFGC is a non-profit event focusing on connecting the world's most passionate changemakers in the urban domain. Strong partnerships are at the core of the URBAN FUTURE idea as no one can change the world alone. A large network of 50+ organisations is actively involved in making UFGC the not-to-be-missed event for those who make cities more sustainable.

Join forces with us to shape better cities for our future. Along the way, you will be able to

- broaden your local, regional and/or international visibility
- connect with change agents from many other disciplines
- increase awareness for your organisation, initiatives and members



* Selection of international & Norwegian partners

This is your chance

If you're involved in sustainability topics, then NOW is the time to get involved!

NGOs, associations, alliances, research & education organisations as well as networks active in the urban/sustainability domain can join the fast growing UFGC19 partnership until fall 2018. These non-financial partnerships provide your organisation with national & international visibility at Europe's largest event for sustainable cities.

Let's join forces

If we agree that cities must become more sustainable and when your organisation is also working towards that goal, it can make a lot of sense to cooperate. We can provide you with visibility and awareness at the largest Norwegian sustainability event of the year. And you can support us in identifying the most passionate ChangeMakers from your network and motivate them to meet their peers from around the world.

Together we'll make a bigger impact.

Your key benefits

- Brand visibility
- Joint social media activities & distribution
- Benefits for your members/network
- Association with largest sustainability event of the year
- Potential free conference passes for key staff
- Possible involvement as speakers
- No cost for you

Let's get started, not draft agreements

Our partnerships can be agreed upon in a very formal way, but also very informally through a simple common understanding of what we want to do (e.g. by email).

We do not want to generate unnecessary workloads for either partner, so whatever level of formality fits your organisation is fine with us. We generally base the understanding of our partnerships primarily on trust and on doing things.

What's in it for you

The Networking Partnership in detail

Both of us provide each other with visibility within our networks, mainly through existing communication channels such as mailings, newsletters, websites, social media, publications and at events.

You can provide

Let your network know that you're involved with UFGC19 and that the most passionate ChangeMakers should attend as well.

Communication

- announcing the partnership through your communication channels
- sharing of information about #UFGC19 in your network, e.g. through
 - direct e-mailings (eg. invitations)
 - website
 - newsletters
 - event calendar

Social Media

- connecting our social media accounts
- announcing the partnership on your social media platforms
- sharing & liking of relevant UFGC postings
- posting stories about UFGC's initiatives
- promoting a possible CityChanger's profile published* on the CityChangers blog (citychangers.org)

Activate your changemakers

- letting your network and key people know about attending #UFGC19
- sharing particular content with your network (e.g. Green Business Village)

UFGC can provide

We let our entire community know that you're involved and part of the family of Europe's most active urban change makers.

Visibility

- logo presence as Networking Partner on several communication channels
 - website
 - digital event documents
 - conference app
 - event signage
- organisation profile on the conference website and in the conference app

Social Media

- connecting our social media accounts
- joint announcement of partners through our social media platforms
- sharing & liking of your relevant postings
- possibly profiling* one CityChanger from your organisation/network in the CityChangers blog (citychangers.org)

Benefits for Stakeholders

- 35% discount on conference passes for your entire network (via individual code)
- 1 complimentary conference pass for your executive team for each 10 passes purchased by your network
- If there are businesses in your network, we offer them a 20% discount to access the "Green Business Village", the main business networking & visibility area.

Program involvement

- Together with you, we will scout your organisation and network for exciting speakers for the conference topics
- Actual involvement is at the discretion of the program team only and depends on a large number of factors

*the CityChangers blog features passionate and active urban change makers from around the world. Selection of who to get featured is at the sole discretion of the blog team and depends on a variety of factors, such as specific topic, degree of impact & innovation, uniqueness, and many more.



Getting in touch

UFGC19 sounds interesting to you and you want to get involved? Perfect, just get in touch with us and let's get going:

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